

Silverland with Passion
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Steve and Helen Rowell of the newly combined Silverland with Passion, have certainly proved that two into one definitely DOES go!

Having made the decision several months ago to take things a little easier (and spend more time in sunnier climes) the reality of Steve and Helen's dreams has finally come to fruition.

With a new vision, this entrepreneurial couple made a decision to combine the best of their two shops, Silverland and Passion, which over the years have become firm favourites with locals and visitors alike to Haworth. The result is a unique and exciting shopping experience.

To make the transition into one shop Helen and Steve realised they had to reduce their stock levels drastically, hence the half-priced

sales that they had recently in both shops. The sales were an amazing success and meant that many people were able to do their Christmas shopping that bit earlier this year. (Rumour has it that with the opening of Silverland with Passion another big sale is on the horizon!)

Competitive pricing has been a pivotal factor in Silverland with Passion's success and has been due to Helen and Steve sourcing and buying the stock themselves from all over the world enabling them to keep their fingers on the button and stay 'on trend'. Consequently, stock is changing on a regular basis and there is always something new to tempt and delight shoppers. Where else will you see such a vast range of jewellery and accessories all colour co-ordinated for ease of choice in an independent shop like this? There

is probably the best collection of ladies scarves in the area and bags to suit all needs from day bags to silk dolly bags and beautiful evening bags to compliment any outfit. Passion has become renowned for its reasonably priced fascinators and hair pieces which have graced many a wedding and race meetings all over the country and indeed the world.



There are gifts ideas to suit all ages and budgets from kiddie's notebooks, and animal charms to silk glasses cases, jewellery rolls, manicure sets, compact mirrors and boxes of incense. There are also quirky, unusual ideas such as foldable vases, hugging salt and pepper sets and even mobile phone holders in the shape of a shoe that lights up when your phone rings. The list is endless and deserves a visit to the shop to actually appreciate the tremendous selection available. You will be delighted to learn there is also a 'Passion for Men' where an extensive range of silk ties are on offer together with cufflinks, tiepins and men's leather jewellery.

As for the Silverland range of silver and gemstone jewellery, Helen and Steve have been mindful to respect their customer's views and incorporate as much of this stock into the new venture as possible. They were over-whelmed by the daily comments when customers saw the half-price sale and thought Silverland was closing down completely. They regularly heard comments like 'you can't be closing, I buy all my jewellery from here!' and this came not just from locals but often from regular customers who travelled from

much further to shop at Silverland.

There is still a selection of pendants, earrings and bracelets in a variety of gemstones and the ever popular birthstones. In addition there are the more unusual stones like Mystic Topaz, Mohave Turquoise, Kyanite and Prehnite all in stunning sterling silver settings. With such a wide display on offer, success is a certainty; whether seeking a dainty necklace, stud earrings or a large unique statement piece to create impact; the choice remains extensive. And everything can be gift-boxed at no extra charge, so take note Christmas shoppers!

Come and spend time exploring this treasure trove, it's like an Alladdin's cave, full of surprises and lots of beautiful things.

Silverland with Passion is open seven days a week (with reduced hours during January so Steve and Helen can enjoy the best of both worlds and slip away to those sunnier climes.)

In December Silverland with Passion will be participating in **Late Night Haworth** where you can do all your festive shopping on a Wednesday evenings in the village until 9pm on the run up to Christmas. There might just be a cup of tea (or something stonger)...and a few nibbles to make it an

even more enjoyable experience. There are surprises in store! Watch out in the New Year for the launch of the new website: www.passionforshopping.co.uk - where you will be able to buy many of Silverland with Passion items online.

Steve and Helen would like to thank all their customers old and new for their support over the years and would like to wish each and every one a Very Happy Christmas and a Prosperous New Year.

