

QUARTERLY REPORT

For the quarterly period ended March 31, 2007

of

ELEGANT ILLUSIONS, INC.

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In October 2002, Elegant Illusions, Inc. filed a Form 15 with the Securities and Exchange Commission terminating registration of its Common Stock under the Securities Exchange Act of 1934. As a result, it is no longer obligated to file periodic reports with the Securities and Exchange Commission. **This report is not a quarterly report on Form 10-QSB.**

FINANCIAL INFORMATION

Financial Statements

The accompanying financial statements are unaudited for the interim periods, but include all adjustments (consisting only of normal recurring accruals), which our management considers necessary for the fair presentation of results for the three months ended March 31, 2007.

Moreover, these financial statements do not purport to contain complete disclosure in conformity with generally accepted accounting principles and should be read in conjunction with our audited financial statements at, and for the fiscal year ended December 31, 2006. If you would like a copy of such audited financial statements, please contact us and we will send them to you free of charge.

The results reflected for the three months ended March 31, 2007 are not necessarily indicative of the results for the entire fiscal year.

ELEGANT ILLUSIONS, INC AND SUBSIDIARIES
CONSOLIDATED BALANCE SHEETS
(UNAUDITED)

	December 31, <u>2006</u>	March 31, <u>2007</u>
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$947,258	\$901,395
Accounts receivable	88,077	102,251
Income taxes receivable	59,602	59,602
Inventory	4,916,979	4,829,770
Prepaid expenses	<u>208,814</u>	<u>198,820</u>
TOTAL CURRENT ASSETS	<u>6,220,730</u>	<u>6,091,838</u>
PROPERTY AND EQUIPMENT, NET	<u>1,235,991</u>	<u>1,201,048</u>
DEFERRED TAX ASSETS, NET	194,398	258,398
OTHER ASSETS	<u>64,279</u>	<u>64,579</u>
	<u>\$7,715,398</u>	<u>\$7,615,863</u>
LIABILITIES AND STOCKHOLDERS EQUITY		
CURRENT LIABILITIES		
Current portion of long term debt	\$26,832	\$27,287
Due to Bank	500,000	500,000
Accounts payable and accrued expenses	<u>151,211</u>	<u>167,030</u>
TOTAL CURRENT LIABILITIES	<u>678,043</u>	<u>694,317</u>
LONG TERM DEBT		
Mortgage payable	257,315	245,562
Deferred income taxes	0	0
	<u>257,315</u>	<u>245,562</u>
TOTAL LIABILITES	<u>935,358</u>	<u>939,879</u>
STOCKHOLDERS' EQUITY		
Common stock-authorized 10,000,000 shares, \$.001 per value, issued and outstanding 6,146,446 shares in 2006 and 2007	6,147	6,147
Additional paid in capital	3,914,509	3,914,509
Retained earnings	2,943,392	2,839,336
Less treasury stock at cost (62,067 shares in 2006 and 2007)	<u>(84,008)</u>	<u>(84,008)</u>
	<u>6,780,039</u>	<u>6,675,984</u>
	<u>\$7,715,398</u>	<u>\$7,615,863</u>

See Accompanying Notes to Consolidated Financial Statements

ELEGANT ILLUSIONS, INC AND SUBSIDIARIES

CONSOLIDATED CONDENSED STATEMENTS OF OPERATIONS
FOR THE THREE MONTHS ENDED MARCH 31, 2006 AND 2007
(Unaudited)

	<u>2006</u>	<u>2007</u>
REVENUES	\$1,402,385	\$1,332,983
COST OF GOODS SOLD	<u>401,563</u>	<u>283,162</u>
GROSS PROFITS	1,000,822	1,049,820
EXPENSES		
SELLING, GENERAL AND ADMINISTRATION	1,145,712	1,156,807
DEPRECIATION, AND AMORTIZATION	57,280	46,336
INTEREST EXPENSE	<u>5,381</u>	<u>14,734</u>
	<u>1,208,372</u>	<u>1,217,877</u>
INCOME (LOSS) BEFORE INCOME TAXES	(207,550)	(168,057)
PROVISION FOR INCOME TAXES	<u>(80,000)</u>	<u>(64,000)</u>
NET INCOME (LOSS)	<u>(\$127,550)</u>	<u>(\$104,057)</u>
WEIGHTED AVERAGE SHARES OUTSTANDING	<u>6,084,379</u>	<u>6,084,379</u>
BASIC AND DILUTED INCOME PER SHARE	<u>(\$0.02)</u>	<u>(\$0.02)</u>

See Accompanying Notes to Consolidated Financial Statements

ELEGANT ILLUSIONS, INC AND SUBSIDIARIES
CONSOLIDATED CONDENSED STATEMENTS OF CASH FLOWS
FOR THE THREE MONTHS ENDED MARCH 31, 2006 AND 2007
(unaudited)

	<u>2006</u>	<u>2007</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Net income (loss)	(\$127,550)	(\$104,057)
Adjustments to reconcile net income To net cash provided by (used in) operating activities		
Depreciation and amortization	57,280	46,336
Abandonment of property and equipment	0	25,720
Changes in operating assets and liabilities (Increase) Decrease in:		
Accounts receivable	(15,466)	(14,174)
Inventory	139,367	82,210
Prepaid expenses	(56,398)	9,994
Income tax receivable	(80,000)	0
Deferred tax asset		(64,000)
Increase (Decrease in) Accounts payable and accrued expenses	9,965	15,819
NET CASH PROVIDED BY OPERATIONS	<u>(72,802)</u>	<u>2,847</u>
CASH FLOW FROM INVESTING ACTIVITIES		
Purchase of property and equipment	(79,550)	(37,114)
Other assets	<u>(95)</u>	<u>(299)</u>
NET CASH USED IN INVESTING ACTIVITIES	<u>(79,644)</u>	<u>(37,413)</u>
CASH FLOW FROM FINANCING ACTIVITIES		
Bank Debt		0
Mortgages payable	<u>14,105</u>	<u>(11,298)</u>
NET CASH USED IN FINANCING ACTIVITIES	<u>14,105</u>	<u>(11,298)</u>
NET INCREASE IN CASH AND CASH EQUIVALENTS	(138,341)	(45,865)
CASH AND CASH EQUIVALENT BALANCE		
Beginning of period	<u>1,191,366</u>	<u>947,258</u>
CASH AND CASH EQUIVALENT BALANCE		
End of Period	<u>\$1,053,025</u>	<u>\$901,395</u>
SUPPLEMENTAL CASH FLOW DISCLOSURE		
Interest Paid	<u>\$5,381</u>	<u>\$14,734</u>
Income taxes paid	<u>0</u>	<u>\$0</u>

See Accompanying Notes to Consolidated Financial Statements

ELEGANT ILLUSIONS, INC. AND SUBSIDIARIES
NOTES TO CONSOLIDATED CONDENSED FINANCIAL STATEMENTS
(Unaudited)

1. COMMENTS

The accompanying unaudited consolidated condensed financial statements, which are for interim periods, do not include all disclosure provided in the annual consolidated financial statements. These unaudited consolidated condensed financial statements should be read in conjunction with the consolidated financial statements and footnotes thereto contained in the Annual Report for the year ended December 31, 2006 of Elegant Illusions, Inc (the “Company”). The December 31, 2006 consolidated condensed balance sheet was derived from audited consolidated financial statements, but does not include all disclosures required by generally accepted accounting principles.

In the opinion of the Company, the accompanying unaudited consolidated financial statements contain all adjustments (which are of a normal recurring nature) necessary for a fair presentation of the financial statements. The results of operations for the three months ended March 31, 2007 are not necessarily indicative of the results to be expected for the full fiscal year.

Management's Discussion And Analysis Of Financial Condition And Results Of Operations

Cautionary Statement on Forward-Looking Statements

Except for the historical information contained herein, certain of the matters discussed in this report are "forward-looking statements," which involve certain risks and uncertainties, which could cause actual results to differ materially from those discussed herein. Forward-looking information generally is information stated to be anticipated, expected or projected by us. The following list, which is not intended to be an all encompassing list of risks and uncertainties affecting us and our business, summarizes several factors that could cause our actual results to differ from those anticipated or expected in these forward-looking statements: that low or negative growth in the economy or in the financial markets will reduce discretionary spending on goods such as those sold in our stores; that warehousing and distribution productivity and capacity can be further improved to support our distribution requirements; that changes in expenses (such as changes in our labor, rent and/or inventory purchase costs) could adversely affect our results of operations; that competition may impact our sales efforts by diminishing sales and/or requiring us to cut prices; that seasonality of the retail created gem jewelry business or downturns in consumer spending during the fourth quarter may adversely affect our operating results; that we may not be able to continue to manage our inventory and product supply effectively to respond to consumer demand; that fluctuations in created gem prices may negatively affect the business; that sustained adverse weather conditions may adversely affect our sales; that legal or governmental proceedings may have an adverse effect on our financial results or reputation; that alternate sources of merchandise supply may not be available on favorable terms to us; that key personnel who have been hired or retained by us may depart; or that changes in government or regulatory requirements may increase the cost of or adversely affect our operations.

We caution readers that any such forward-looking statements are based on our current expectations and beliefs but are not guarantees of future performance. Actual results could differ materially from those expressed or implied in the forward-looking statements.

Results of Operations

Three Months Ended March 31, 2007 Compared to Three Months Ended March 31, 2006

Sales for the three months ended March 31, 2007 decreased \$69,402 or approximately 4.9% when compared to the three months ended March 31, 2006.

Management believes that these decreases in Company wide sales were a result of the closing of five locations that were in operation during the first quarter of 2006, the continuing effects of Hurricane Katrina, (see "Effects of Hurricane Katrina" below), offset by an increase in same store sales at locations open more than a year (see "Revenues Same Store Locations" below). Historically, our New Orleans locations generate a significant amount of our revenues.

As of March 31, 2006, we operated 21 retail locations and, as of March 31, 2007, we operated 16 retail locations excluding the Riverwalk location.

Costs of goods as a percentage of revenues decreased from approximately 28.6% during first quarter of 2006 to approximately 21.2% during the first quarter of 2007. Management believes this decrease in cost of goods sold is the result of higher gross margins due, in part to increased prices of our goods.

During the three months ended March 31, 2007, selling, general and administrative expenses increased slightly when compared to the three months ended March 31, 2006 by \$11,095 (approximately 1.0%). Management believes this increase is a function of costs for abandonment of assets, the result of the expenses related to closing of the Miromar and Philadelphia locations and the fact that insurance payments of \$131,193 received for the Katrina loss during the first quarter of 2006 reduced selling, general and administrative expenses for the period ending March 31, 2006. Excluding the insurance payments, selling, general and administrative expenses, in the first quarter of 2007, would have decreased by approximately 9.4% compared to the first quarter of 2006.

As a percentage of sales, selling, general and administrative expenses increased from approximately 81.7% during the three months ended March 31, 2006 to approximately 86.8% during the three months ended March 31, 2007. Excluding the insurance payments, as a percentage of sales, selling, general and administrative expenses would have decreased from approximately 91% during the three months ended March 31, 2006 to approximately 86.8% during the three months ended March 31, 2007.

Revenues Same Store Locations.

As of March 31, 2007, we operated 15 locations that were also in operation at March 31, 2006: two in New Orleans, three in Monterey, one in Sacramento, one in San Diego, one in San Francisco, one in Palm Springs, one in Branson, one in Laughlin, one in Sarasota, one in Wailea, Hawaii, one in Maui, Hawaii and one in Vail.

Revenues from these locations for the quarter ended March 31, 2007, increased approximately 9.0% from the same period in 2006. Management believes this increase in same store revenues is the result of improving foot-traffic at most locations except the two New Orleans locations, mild winter weather, an increase in higher than "average ticket" sales and increased revenues from the Company's private label Credit Card program instituted in September 2006

Net Loss

During the three months ended March 31, 2007, we realized a net loss of \$104,057 compared to net loss of \$127,550 for the three months ended March 31, 2006. As noted above, Company losses during the first quarter of 2006 were mitigated by insurance payments of \$131,892 for Katrina losses. Excluding these non-recurring payments, the Company's net loss for the first quarter of 2006 would have been significantly greater.

Inventory Turnover Ratios

During the three months ended March 31, 2007, we maintained an inventory that provided a turnover ratio of 0.23 to 1. This is the result of a reduction in Company revenues and a small increase in inventory. Management does not believe that the current inventory turnover is indicative of impaired or slow-moving inventory. We believe that this inventory turnover ratio is appropriate for our plan of operation, including maintaining our strategy of replacing inventory sold at our retail locations within a 2-3 day time frame. We review items on hand, on a regular basis, to determine slow moving items, then discount the price of those items so they are sold at prices that still generate a positive gross margin. The inventory turnover ratio for the three months ended March 31, 2006 was 0.34 to 1.

Liquidity and Capital Resources

As of March 31, 2006, we had \$901,395 in cash and cash equivalents, down \$45,863 from December 31, 2006, and our current assets exceeded our current liabilities by \$5,397,521, down \$145,166 from December 31, 2006.

On August 17, 2006, we obtained a line of credit with Comerica Bank in the amount of \$1,000,000. Amounts borrowed under the line are all due and payable March 1, 2008, interest is due monthly. As of March 31, 2007, our balance on this credit line was \$500,000.

In September 2006, the Company switched to a new private label credit card provider. Revenues under the new private label credit card provider for the Quarter ending March 31, 2007 increased 871% over the same period in 2006.

Effects of Hurricane Katrina

All three New Orleans locations were closed effective August 29, 2005. The two Bourbon Street locations re-opened December 2, 2005; however the Riverwalk location remains closed and management does not anticipate re-opening this location until such time as the Riverwalk Marketplace Mall has approximately eighty percent of its locations open for business. Management does not know when or if this will occur.

Management has determined that, as of March 31 2006 – the Bourbon Street and Riverwalk jewelry stores sustained business income losses of approximately \$168,646 and \$136,736, respectively. The Bourbon Street Gallery sustained business income losses of approximately \$14,191.

Additionally Management has determined the Riverwalk location sustained inventory,

equipment and extra expense losses of approximately \$199,379. The Company's Insurance Carrier has reimbursed losses totaling approximately \$518,952 as of March 31, 2007.

Management has also estimated certain costs for restoring the Riverwalk location of approximately \$23,935. Management cannot be certain if actual restoration costs will exceed this amount.

Our business in New Orleans is highly dependent on tourist foot traffic. Tourist foot traffic, the Convention Center and the Cruise Ship businesses are substantially below pre-Katrina levels. The Bourbon Street locations are open with limited operating hours until such time as foot traffic returns to pre-Katrina levels, if at all. Management cautions it has no specific date for when the Riverwalk location will re-open.

Although we closed three locations in 2006, two in the first quarter of 2007 and have not renewed our Lahaina Cannery lease, we continue to look for potential new store locations. However, store expansion is not our primary focus. Our Primary focus is on operating controls and costs.

Our primary anticipated capital expenditure during the year ending December 31, 2007 will be the opening of possibly one to two additional created gem jewelry stores.

We believe that we have sufficient capital reserves for the foregoing activities.

Off-Balance Sheet Transactions

We do not have any transactions, agreements or other contractual arrangements that constitute off-balance sheet arrangements.

Application Of Critical Accounting Policies

Financial statements and accompanying notes are prepared in accordance with accounting principles generally accepted in the United States of America. Preparing financial statements requires management to make estimates and assumptions that affect the reported amounts of assets, liabilities, revenue, and expenses. These estimates and assumptions are affected by management's application of accounting policies. Critical accounting policies for us relate to impairment of long-lived assets, and the costing of inventory as it relates to obsolescence and marketability.

Actual results could differ from those estimates. For example, unexpected events or changes in market conditions or a downturn in the economy could adversely affect actual results. Hurricane Katrina was a good example of a material unexpected event. Estimates are used in accounting for, among other things, inventory obsolescence, depreciation, taxes, and contingencies. Estimates and assumptions are reviewed periodically and the effects of revisions are reflected in the Consolidated Financial Statements in the period they are determined to be necessary.

Management believes the following critical accounting policies, among others, affect its more significant judgments and estimates used in the preparation of its Consolidated Financial Statements.

Merchandise Inventories. Merchandise Inventories are stated at the lower of cost or market. Management is constantly reviewing the turnover of individual items to determine if adjustments in pricing are required to affect the sales of said products. Substantially all inventories represent finished goods which are valued using the first-in, first-out (FIFO) inventory method.

We also write down our inventory for discontinued, slow-moving and damaged inventory if required. This write-down is equal to the difference between the cost of inventory and its estimated market value based upon assumptions of targeted inventory turn rates, future demand, management strategy, and market conditions. If actual market conditions are less favorable than those projected by management, or management strategy changes, additional inventory write-downs may be required and, in the case of a major change in strategy or downturn in market conditions, such write-downs could be significant.

Shrinkage is estimated for the period from the last inventory date to the end of the fiscal year on a store by store basis. Such estimates are based on experience and the shrinkage results from the last physical inventory. Physical inventories are taken annually for all store locations and for the distribution warehouse. The shrinkage rate from the most recent physical inventory, in combination with historical experience, is the basis for providing a shrinkage reserve if required.

Long-lived Assets. Long-lived assets are periodically reviewed for impairment by comparing the carrying value of the assets with their estimated fair values. If the evaluation indicates that the carrying amount of the asset may not be recoverable, the potential impairment is measured based on a projected discounted cash flow method, using a discount rate that is considered to be commensurate with the risk inherent in our current business model. Assumptions are made with respect to cash flows expected to be generated by the related assets based upon updated projections. Any changes in key assumptions or market conditions could result in an unanticipated impairment charge. For instance, in the event of a major market downturn, individual stores may become unprofitable, which could result in a write-down of the carrying value of the assets located in those stores. Any impairment would be recognized in operating results if a permanent reduction were to occur.

Revenue Recognition. We recognize revenue in accordance with the Securities and Exchange Commissions Staff Accounting Bulletin No. 101 Revenue Recognition in Financial Statements (SAB 101). Revenue related to merchandise sales is recognized at the time of the sale, reduced by a provision for returns. The provision for sales returns is based on historical evidence of our return rate.

Income Taxes Income taxes are estimated for each jurisdiction in which we operate. This involves assessing the current tax exposure together with temporary differences resulting from

differing treatment of items for tax and accounting purposes. Any resulting deferred tax assets are evaluated for recoverability based on estimated future taxable income.

Issues And Uncertainties

The risks and uncertainties discussed in “*Cautionary Statement on Forward-Looking Statements*” above, among others, should be considered in evaluating our financial outlook.

Other Information

None during the quarter ended March 31, 2007.