

QUARTERLY REPORT

For the quarterly period ended March 31, 2008

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-Q.**

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, 2008.

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, 2007. 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, 2008 are not necessarily indicative of the results for the entire fiscal year.

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

| | December 31, <u>2007</u> | March 31, <u>2008</u> |
|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------|--------------------------|
| ASSETS | | |
| CURRENT ASSETS | | |
| Cash and cash equivalents | \$625,695 | \$184,404 |
| Marketable Securities | | \$222,621 |
| Accounts receivable | 131,201 | 94,076 |
| Inventory | 4,691,338 | 4,687,902 |
| Prepaid expenses | <u>233,010</u> | <u>241,423</u> |
| TOTAL CURRENT ASSETS | <u>5,681,245</u> | <u>5,430,426</u> |
| PROPERTY AND EQUIPMENT, NET | <u>1,141,226</u> | <u>1,107,754</u> |
| DEFERRED TAX ASSETS, NET | 318,000 | 376,000 |
| OTHER ASSETS | <u>62,241</u> | <u>58,641</u> |
| | <u>\$7,202,711</u> | <u>\$6,972,821</u> |
| LIABILITIES AND STOCKHOLDERS EQUITY | | |
| CURRENT LIABILITIES | | |
| Current portion of long term debt | \$45,192 | \$45,192 |
| Due to Bank | 500,000 | 475,000 |
| Accounts payable and accrued expenses | <u>146,605</u> | <u>130,095</u> |
| TOTAL CURRENT LIABILITIES | <u>691,797</u> | <u>650,287</u> |
| LONG TERM DEBT | | |
| Mortgage payable | <u>193,763</u> | <u>182,465</u> |
| TOTAL LIABILITES | <u>885,560</u> | <u>832,752</u> |
| STOCKHOLDERS' EQUITY | | |
| Common stock-authorized 10,000,000 shares, \$.001 per value, issued and outstanding 6,146,446 shares in 2007 and 2008 | 6,147 | 6,147 |
| Additional paid in capital | 3,914,509 | 3,914,509 |
| Retained earnings | 2,544,585 | 2,367,503 |
| Less treasury stock at cost (153,611 and 153,611 shares in 2007 and 2008) | <u>(148,090)</u> | <u>(148,090)</u> |
| | <u>6,317,151</u> | <u>6,140,069</u> |
| | <u>\$7,202,711</u> | <u>\$6,972,821</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, 2007 AND 2008
(Unaudited)**

| | <u>2007</u> | <u>2008</u> |
|-------------------------------------|--------------------|--------------------|
| REVENUES | \$1,332,983 | \$988,854 |
| COST OF GOODS SOLD | <u>283,162</u> | <u>177,628</u> |
| GROSS PROFITS | 1,049,820 | 811,226 |
| EXPENSES | | |
| SELLING, GENERAL AND ADMINISTRATION | 1,156,807 | 991,042 |
| DEPRECIATION, AND AMORTIZATION | 46,336 | 45,054 |
| INTEREST EXPENSE | <u>14,734</u> | <u>10,212</u> |
| | <u>1,217,877</u> | <u>1,046,308</u> |
| INCOME (LOSS) BEFORE INCOME TAXES | (168,057) | (235,082) |
| PROVISION FOR INCOME TAXES | <u>(64,000)</u> | <u>(58,000)</u> |
| NET INCOME (LOSS) | <u>(\$104,057)</u> | <u>(\$177,082)</u> |
| | | |
| WEIGHTED AVERAGE SHARES OUTSTANDING | <u>6,084,379</u> | <u>5,992,922</u> |
| BASIC AND DILUTED INCOME PER SHARE | <u>(\$0.02)</u> | <u>(\$0.03)</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 2007 AND 2008
(Unaudited)

| | <u>2007</u> | <u>2008</u> |
|-------------------------------------------------------------------|------------------|------------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Net income (loss) | (\$104,057) | (\$177,082) |
| Adjustments to reconcile net income | | |
| To net cash provided by (used in) | | |
| operating activities | | |
| Depreciation and amortization | 46,336 | 45,054 |
| Abandonment of property and equipment | 25,720 | 0 |
| Changes in operating assets and liabilities | | |
| (Increase) Decrease in: | | |
| Accounts receivable | (14,174) | 37,125 |
| Inventory | 82,210 | 3,436 |
| Prepaid expenses | 9,994 | (8,412) |
| Income tax receivable | 0 | 0 |
| Increase (Decrease in) | (64,000) | |
| Accounts payable and accrued expenses | | (16,510) |
| Deferred income taxes payable and assets | 15,819 | (58,000) |
| NET CASH PROVIDED BY OPERATIONS | <u>2,847</u> | <u>(174,389)</u> |
| CASH FLOW FROM INVESTING ACTIVITIES | | |
| Purchase of property and equipment | (37,114) | (11,582) |
| Marketable Securities | 0 | (222,621) |
| Other assets | <u>(299)</u> | <u>3,600</u> |
| NET CASH USED IN INVESTING ACTIVITIES | <u>(37,413)</u> | <u>(230,603)</u> |
| CASH FLOW FROM FINANCING ACTIVITIES | | |
| Bank Debt | 0 | (25,000) |
| Mortgages payable | <u>(11,298)</u> | <u>(11,298)</u> |
| NET CASH USED IN FINANCING ACTIVITIES | <u>(11,298)</u> | <u>(36,298)</u> |
| NET INCREASE <DECREASE> IN CASH AND CASH EQUIVALENTS | (45,865) | (441,291) |
| CASH AND CASH EQUIVALENT BALANCE | | |
| Beginning of period | <u>947,258</u> | <u>625,695</u> |
| CASH AND CASH EQUIVALENT BALANCE | | |
| End of Period | <u>\$901,393</u> | <u>\$184,404</u> |
| SUPPLEMENTAL CASH FLOW DISCLOSURE | | |
| Interest Paid | <u>\$14,734</u> | <u>\$10,212</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, 2007 of Elegant Illusions, Inc (the "Company"). The December 31, 2007 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, 2008 are not necessarily indicative of the results to be expected for the full fiscal year.

Marketable Securities – Marketable securities are bought and held principally for the purpose of selling them in the near term. They are classified as trading securities and reported at fair value, with unrealized gains and losses included in earnings.

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 or are causing 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 and precious metals 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

General

We have kept our leases in option form thereby being able to move with the changes in the economy. We have moved our jewelry design and price point to appeal to the upper middle class and above and, as discussed below, we are further shifting our focus. We have recognized the trend of shrinking discretionary funds for the last several years. Management believes that this trend will continue and increase due to rising energy costs, the shrinking access to credit, including the sub-prime mortgage crisis, and lower wages. In response to this trend, we have closed our non performing locations in an orderly manner and expect to close additional stores in an orderly manner while maintaining a level of sales that will allow us to continue our moving into different markets that have a maximum return with a minimal initial risk of capital investment. We continue to evolve and move our concept into the upper classes where we believe we provide tremendous value and uniqueness. We believe a viable avenue to broaden sales of our products is through wholesale sales. To this end, we plan on attending national

jewelry tradeshows in the US in June 2008, the United Kingdom in August 2008 and Japan in January 2009. We also plan on revising our jewelry concept and management has authorized changing our brand from Elegant Illusions to “Tamara G” at the two Monterey, San Diego and Balboa Elegant Illusions locations. In addition to re-branding these locations, changes include new showcases, carpet, signage, and additional products not currently offered in the Elegant Illusions concept.

Three Months Ended March 31, 2008 Compared to Three Months Ended March 31, 2007

Sales for the three months ended March 31, 2008 decreased \$344,129 or approximately 25.8% when compared to the three months ended March 31, 2007. Management believes that this significant decrease in company-wide sales primarily was a result of the economic factors discussed above such as the sub-prime mortgage crisis, high fuel costs and the corresponding reduction in discretionary spending by consumers.

As of March 31, 2007, we operated 17 retail locations and, as of March 31, 2008, we operated 16 retail locations including the Riverwalk location. We closed the San Francisco location in January of 2008.

Costs of goods as a percentage of revenues decreased from approximately 21.2% during first quarter of 2007 to approximately 18.0% during the first quarter of 2008. 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, 2008, selling, general and administrative expenses decreased when compared to the three months ended March 31, 2007 by \$165,765 (approximately 14.3%). Management believes this decrease is a function of management’s efforts to reduce costs in the face of a rapid decline in revenues.

As a percentage of sales, selling, general and administrative expenses increased from approximately 86.8% during the three months ended March 31, 2007 to approximately 100% during the three months ended March 31, 2008. This increase resulted from our significant decrease in revenues.

Revenues Same Store Locations.

As of March 31, 2008, we operated 14 locations that were also in operation at March 31, 2007: two in New Orleans, three in Monterey, one in Sacramento, one in San Diego, 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, 2008, decreased approximately 21.3% from the same period in 2007. Management believes this decrease in same store revenues is the result of the economic factors discussed above such as the sub-prime mortgage crisis, high fuel costs and the corresponding reduction in discretionary spending by the consumer.

Net Loss

During the three months ended March 31, 2008, we realized a net loss of \$177,082 compared to net loss of \$104,057 for the three months ended March 31, 2007.

Inventory Turnover Ratios

During the three months ended March 31, 2008, we maintained an inventory that provided a turnover ratio of 0.15 to 1. This is the result of a reduction in our revenues. 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. As wholesale revenues grow, management expects the inventory turnover ratio to improve, however this could be offset by store closings. 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, 2007 was 0.23 to 1.

Liquidity and Capital Resources

As of March 31, 2008, we had \$184,404 in cash and cash equivalents, down \$441,291 from December 31, 2007 and \$222,621 in marketable securities and our current assets exceeded our current liabilities by \$4,780,139, down \$209,309 from December 31, 2007.

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 now all due and payable June 1, 2008, interest is due monthly. Interest is at a variable rate at either 2.25% above the LIBOR rate or the bank's cost of funds as defined in the credit line agreement, at our option. The current interest rate at March 31, 2008 is 4.625%. Borrowings under this line are secured by all of our assets. We are required to maintain certain financial ratios and covenants. If we do not maintain these ratios and covenants, the bank can accelerate the debt and proceed against the collateral. In the event that we default under the credit line, the default interest rate is 3% above the normal interest rate. As of December 31, 2007, our balance on this credit line was \$500,000 and as of March 31, 2008 the balance was \$475,000. The Bank has extended the due date to June 1, 2009.

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 and the Riverwalk location re-opened October 12, 2007.

Our business in New Orleans is highly dependent on tourist foot traffic. The Bourbon Street and Riverwalk locations are open with limited operating hours. We anticipate closing the Bourbon Street locations because the Landlord has chosen to turn the Premises into Convention space and, operating hours at the Riverwalk location will remain limited until such time as foot traffic returns to pre-Katrina levels, if at all.

Store expansion is not our primary focus. Our primary anticipated capital expenditure during the year ending December 31, 2008 will be the expansion of our wholesale business by

planning to attend national jewelry tradeshows in the US in June 2008, the United Kingdom in August 2008 and Japan in January 2009.

Management has also authorized launching the “Tamara G” brand at the two Monterey, San Diego and Balboa Elegant Illusions locations. In addition to these locations, changes include new showcases, carpet, signage, and additional products not currently offered in the Elegant Illusions concept. We anticipate that we will incur certain costs associated with training staff in the new products and new procedures.

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 Commission's Staff Accounting Bulletin No. 104 Revenue Recognition in Financial Statements (SAB 104). 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, 2008.

SIGNATURES

James Cardinal CEO

March 31, 2008