

News release from Amorini Antiques Centre

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## **STUFFED CROCODILE BAGS ANTIQUES ROAD TRIP EXPERT A SNAPPY PROFIT!**

Antiques Road Trip expert, Phillip Serrell, snapped up a fantastic £100 Profit on a Victorian stuffed crocodile purchased from a Birkenhead Antiques Centre last week. The popular BBC antiques programme, which sees two experts trawling around antiques shops trying to pick up bargains and then seeing who can make the most profit when the items are later sold at auction, was shown on Friday 9<sup>th</sup> January.

Filming for the show actually took place in October last year when Phillip Serrell, and fellow expert Christina Trevanion, visited Amorini Antiques Centre just off Hamilton Square in Birkenhead.

After some tough haggling with owner Carole McWilliams, Phillip Serrell spent the last of his money (£98.40) on buying a Victorian stuffed crocodile. The crocodile proved a great hit when it was sold at ASH auctions in Stoke on Trent the following weekend. There was a tense battle between telephone bidders and bidders in the room, with the hammer going down at a record £190.00 giving him a whopping £91.60 profit.

Commenting, Carole McWilliams said: "Amorini was the last place the experts visited on their 1,000 mile road trip around the country and we had a great afternoon filming with them. They both enthused about the Centre and picked some great items for auction."

She added: "We gave the experts some good discounts to help them make profits at the auction. The only difficulty with this is that viewers then believe they can get the same reductions when they come into the shop. In reality most of the items were sold at less than we paid for them because all profits they make at the end of the show go to charity, in this case the money went to Children In Need."

Phillip Serrell wasn't the only one to make a profit on items bought from the Centre, Christina bought a mixed box of silver items and a large Moorcroft vase and netted a comfortable £105.00 profit.

When it came to doing the final totting up, even though the croc made a good profit, overall Christina came out the clear winner with a great profit of £363.50 compared to Phillip's £124.56.

### **Photographs:**

**1) Phillip Serrell leaving Amorini Antiques with his Victorian Stuffed Crocodile!** (owner Carole McWilliams can be seen in the background).

**2) Owner of Amorini Antiques Centre, Carole McWilliams seen with Phillip Serrell**

Our details are: Amorini Antiques Centre, 1 Hamilton Street, Birkenhead, CH41 6DJ

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