QVC MILESTONES

THE JOSEPH SEGEL ERA

1986

Joseph M. Segel, founder of The Franklin Mint, creates electronic retailer QVC, which later sets a record in American business history for sales of a new public company.

QVC broadcasts live from its studios in West Chester, Pa.

1987

QVC's first outlet store opens in Rockvale, Pa.

1988

QVC's Chesapeake, Va., Customer Service facility opens, with space for 500 customer representatives.

QVC acquires Diamonique®, a line of simulated gemstone jewelry, which accounts for $18 million in sales that year.

1989

QVC acquires CVN Shopping Channel.

QVC records its first $10 million day, during which 125,000 phone orders are taken.

1990

The Suffolk, Va., distribution center expands to 750,000 square feet, shipping 80,000 packages each day.

1991

The QVC Fashion Channel – devoted exclusively to apparel, accessories, jewelry, and beauty products – begins its first live broadcast.

1992

QVC's San Antonio Customer Service facility, with 850 operator seats, takes its first phone call.

1993

Joseph M. Segel retires.

QVC teams with the UK's BSkyB to launch QVC UK. The shopping channel initially reaches 2.7 million homes.