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.

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

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

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

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

Joseph M. Segel retires.

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

QVC acquires CVN Shopping Channel.

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

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

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

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