

MLM Company Profile: Ethnic Expressions



**** Trademark of Ethnic Expressions

Ethnic Expressions

Copyright Jeffrey Babener www.mlmllegal.com

Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

In 1991, Brian and Carrie Johnson of Atlanta, Georgia founded Ethnic Expressions based on their dream of launching a company that would enable African Americans to turn their homes and offices into a creative place that reflects their heritage and ethnicity.

Ethnic Expressions was started in a basement and a spare bedroom and the only equipment the owners had were a phone, fax, and an ancient 286 computer. The www.mlmllegal.com company began to grow and expanded into Brian and Carrie's living room, dining room, den, basement, garage, patio, deck, and two of their four bedrooms. Eventually, they relocated to a 10,000 square-foot office building in 1994. In 1999, the company moved again to a 40,000 square foot building. Brian and Carrie started out as consultants selling their array of art in peoples' homes.

Impact on the Industry

The purpose of Ethnic Expressions is to serve the African-American community through products. Because of their positive reputation with artists, artisans, publishers, and customers, Ethnic Expressions has become one of the most influential companies in the black art industry.

www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com

The Ethnic Expressions website states that every transaction between black consultants and black customers brings the community closer together. It emphasizes the relationship of black people selling and black people buying. Ethnic Expressions call themselves the New Underground Railroad.

Ethnic Expressions has been featured on BravoTV.

Discussion of Products

Ethnic Expressions sells a variety of art that includes Serigraphs, Cicle'es, Wearable Art, Woven Tapestries, Prints on Canvas, Open and Unlimited Editions, Heritage Mirrors, Sculptures, Wood Carving Figurines, Jewelry, and Decorative Accessories.

Discussion of Opportunity

Each of the organizations consultants (www.mlmllegal.com) are "minority business owners." Consultants are provided free sales training. They are also offered the opportunity to be there own boss, work out of their home, and set their own hours.

Consultants earn commissions at art shows, earn bonuses from encouraging others to sell, and earn income off their own distribution business. As the consultants' sales grow, they are able to earn expense paid travel trips to places like Jamaica, Aruba, and Cancun, and they can earn the opportunity to get prizes and decorate their own homes through the Consultant Discount Program.

Discussion of Distributor Base and Sales Volume in U.S.

The company grew from one consultant in one (www.mlmllegal.com) city to hundreds that are now operating in many cities and towns across the United States.

Company Website: www.ethnicexpressions.com

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In*

addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmllegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

www.mlmllegal.com