

MLM Company Profile: Zyrra



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Zyrra

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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

Derek Ohly is the CEO and co-founder of (www.mlmllegal.com) Zyrra. He started the company after finishing business school and prides himself on knowing how to sew bras. The company is based out of Cambridge, MA.

Impact on the Industry

Zyrra is a pending member of the Direct Selling Association. Zyrra has been featured in Skirt Magazine, Blast Magazine, Boston Magazine, the Boston Business Journal, among many others.

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Discussion of Products

Zyrra sells bras and lingerie. The company offers a custom measuring system which is employed by independent distributors who take ten measurements in ten minutes. Customers then choose their color, fabric, and strap with and are guaranteed a perfectly-fitted bra.

Discussion of Opportunity

Prospective distributors can start with the company by first purchasing a modestly-priced starter kit. For more information, one must contact the company.

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

NA

Company Website: <http://www.zyrra.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.mlmlegal.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.

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