

MLM Company Profile: lia sophia



**** Trademark of lia sophia

lia sophia®

lia sophia

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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

lia sophia was founded by the Kiam family, with husband Victor Kiam and his wife Ellen. By the 1970's, the company had become the United States' largest importer of jewelry.

In 1986 Victor Kiam purchased Act II Jewelry, which later became lia sophia. The company today is ran by decedents of the Kiam's and considers itself a family company.

Impact on the Industry

lia sophia is a member of the Direct Selling Association, the International Trade Organization, and it supports Dress for Success. The company has been featured on the Today Show and many times in the press.

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Discussion of Products

lia sophia offers a lifetime replacement guarantee on all of their jewelry. Their two high-end product lines of jewelry are supervised by family members. Victor's wife, Ellen, supervises the Kiam Family Collection, which is a

line that features one-of-a-kind pieces that are personally selected by family members. Elena also oversees the Red Carpet Collection that is frequently worn by celebrities (www.mlmlegal.com) and tastemakers worldwide.

lia sophia sells necklaces, bracelets, earrings, broaches, pendants, and matching sets of high-quality jewelry. For every two items that customers buy they are allowed to use the Customer Save Plan, which allows them to purchase an additional item for half price (even if it costs more than the other items). There is no limit to using this plan.

Discussion of Opportunity

lia sophia offers its representatives monthly, quarterly, and annual recognition through cash bonuses, free jewelry, trips, and more.

To begin with the company, one must first purchase a starter kit. For more information, one must contact the company.

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

NA

Company website: <http://www.liasophia.com/index.html>

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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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