

## MLM Company Profile: Sophie Paris



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### Sophie Paris

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#### **Editor's Note:**

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmlegal.com](http://www.mlmlegal.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 . \*

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#### **Founding Story**

Sophie Paris ([www.mlmlegal.com](http://www.mlmlegal.com)) launched a direct selling model November, 2010. Sophie Paris is based out of Vietnam. The company was founded in 1996 by Bruno Hasson.

#### **Impact on the Industry**

Sophie Paris states that it is the local affiliate of Asia's largest fashion company. The company also states that it is the first fashion company selling directly in Vietnam.

Sophie Paris has been featured in *OK Magazine*, *Her World*, and *Cosmopolitan* magazine.

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#### **Discussion of Products**

Sophie Paris offers a large variety of bags, wallets, watches, and accessories that are French-designed.

## **Discussion of Opportunity**

To begin with the company, one must sign up online or attend a training event.

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

Sophie Paris has over 1,00 active members who sell over 50,000 products per day. The company operates in Vietnam, Europe, Morocco, and the Philippines. It plans to expand further.

Company Website: <http://www.sophieparis.vn/index.php?lang=en>

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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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