

## MLM Company Profile: Fifth Avenue Collection



\*\*\*\* Trademark of Fifth Avenue Collection



### Fifth Avenue Collection

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#### Editor's Note:

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

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#### Founding Story

Fifth Avenue Collection is located in Sioux Falls, SD. The Company was created out of a hobby. The Butler family began cutting and polishing gemstones in the basement of their home. They began working with local stones and soon began to ([www.mlmllegal.com](http://www.mlmllegal.com)) polish stones from around the world.

#### Impact on the Industry

Fifth Avenue Collection is a member of the Direct Selling Association. It utilizes a party plan and person-to-person sales strategy.

#### Discussion of Products

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Fifth Avenue Collection offers neckpieces, chains, pins, bracelets, rings, earrings, sets, men's line, children's jewelry, body jewelry, accessories, and a president's collection. It offers free shipping and free gift wrapping to VIP members. Fifth Avenue Collection jewelry includes Swarovski Crystal, Triple A cubic zirconia, natural gemstones, and 14 karat gold posts. The Company has over 1,300 designs of this unique, hand-made jewelry.

## **Discussion of Opportunity**

For Fifth Avenue Consultants, the Company offers no overhead, a generous profit margin, no franchise fees, no advertising costs, and Fifth Avenue's solid warranty. New representatives are provided with a comprehensive training program through company videos and manuals along with the support of the sales leader and the home office. Fifth Avenue Collection also offers their representatives PRO Insurance Managers who provide health, life, dental, and vision insurance.

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

Fifth Avenue Collection is established in Canada, the US, England, Australia, and the Netherlands. It has sold to over a million customers. The Company has been in ([www.mlmllegal.com](http://www.mlmllegal.com)) business for two decades and has thousands of representatives.

Company Website: <http://pubusa.fifthavenuecollection.com>

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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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