

## MLM Company Profile: Maidenform



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## Maidenform

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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**

Maidenform has an extensive history ([www.mlmllegal.com](http://www.mlmllegal.com)), which includes:

A LOOK AT MAIDENFORM **OUR HERITAGE** THROUGHOUT THE YEARS

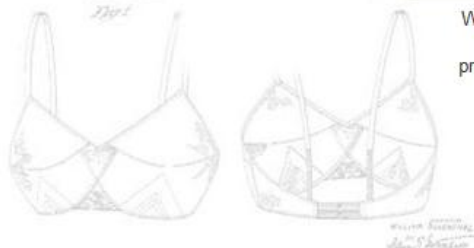
1920's ~ 1950's



Jan. 7, 1926. W. ROSENTHAL, *founder*  
 ENID BISSETT, *founder*  
 Photo No. 14, 1926

1922

The founders (Ida and William Rosenthal and Enid Bissett) designed a bandeau with two cups separated by a center piece of elastic, sewn into dresses.



1925



William Rosenthal files first patent for the prototype of the modern seamed uplift bra.



1942

Maidenform Brassiere Company files patent for the adjustable bra strap fastener. During World War II, Maidenform® was commissioned to manufacture vests for carrier pigeons and parachutes for the troops.



1949

Maidenform® launches its first "Dream Campaign," lasting 21 years, beginning emotional connection with women worldwide.

1960's ~ 1970's

1960s

Maidenform® launches a new advertising campaign entitled "The Maidenform® Woman. You Never Know Where She'll Turn Up," retaining the style of the Dream campaign.



1970s

Maidenform® introduces an in-store intimates boutique, the Maidenform® Sweet Shoppe, featuring the Sweet Nothings® collection of products.

1980's ~ 2000's



In the mid 1980's, Maidenform® introduces another innovative campaign this time featuring male celebrities.



1992

Maidenform® acquires Flexees®, the predominant shapewear brand in department stores.

1995

Maidenform® purchases the Lilyette® label, a brand aimed at the full figure consumer.



1999

Maidenform® introduces Customize It®, a collection of bras with convertible straps and pads.



## 2002

Maidenform® launches the first bra to feature two way stretch foam cups, One Fabulous Fit®, which remains America's #1 t-shirt bra today.

## 2003

Maidenform® re-introduces a modern interpretation of the classic "Dream Campaign." In the same style of the original, the new campaign highlights the individual spirit and warm expressions of women today.

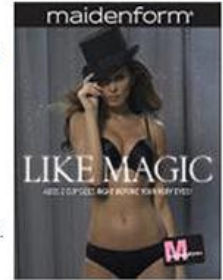
## 2007~2009



Maidenform® keeps making headlines with fashion icons like Madonna (in Flexees® shapewear) and the acquisition of the Donna Karan and DKNY Intimates license.

## 2010+

Maidenform® launches an extreme push up bra that instantly makes wearers two cup sizes larger - like magic. The company launches the new junior's line, Maidenform® Charmed®. Maidenform® aggressively pursues global expansion plans.



### Impact on the Industry

Maidenform is a member of the Direct Selling Association and the Direct Selling Women's Association.

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### Discussion of Products

Maidenform sells shapewear, panties, swimwear, sleepwear, bras, and accessories.

### Discussion of Opportunity

Prospective affiliates can join the company for free. There are three ways to earn income with the company, including:

1. When you sell our products to customers, you will earn between 25% and 35% on everything you sell!
2. When you start building a team by finding other specialists, you'll receive up to 5% on their sales, up to 5% on the sales of their recruits and 2% on the sales of their recruits, depending on how you build your team. Plus, when you become a Director, you'll receive an additional 2% on the sales of your entire team, including those you've already received other bonuses on as well as your own sales.
3. As you progress through the career path and become a leader, you'll receive additional rewards on the sales by your downline managers and leaders and their groups.

The company offers a very extensive, fifty-page compensation plan on its website.

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

Maidenform operates in the United States and the ([www.mlmllegal.com](http://www.mlmllegal.com))United Kingdom.

Company Website: <http://www.maidenform.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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