

## MLM Company Profile: UndercoverWear



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## UndercoverWear

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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

Tiffany and Walter James are the founders UndercoverWear. The company is located in Tewksbury, MA. The founders began UndercoverWear in 1977 and have since grown the business into a multimillion dollar company.

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UndercoverWear offers the following timeline:

*1975 - Tiffany and Walter James open "Tiffany's Undercover Boutique" a Boston store specializing in clothing, shoes, and lingerie.*

*1977 - Tiffany James holds the world's first "Home Lingerie Party" in her mother, Adrienne's home.*

*1977 - UndercoverWear is created.*

1978 - Walter James is named the first male President in UndercoverWear's industry.

1983 - Tiffany, Walter and UndercoverWear appear on the "Phil Donahue Show"

1983 - UndercoverWear signs the 10,000 UndercoverWear Agent

1984 - Tiffany appears on the "Oprah Winfrey Show"

1985 UndercoverWear issues its first Monthly Commission Check of \$75,000 to Top Achiever

1992 - UndercoverWear signs the 100,000 ([www.mlmllegal.com](http://www.mlmllegal.com)) UndercoverWear Agent

2001 - UndercoverWear remains a family-based business as Walter and Tiffany's son, Jamie, is named President of UndercoverWear. Walter is named Chairman of the Board.

2002 - UndercoverWear is the first company in the industry to celebrate 25 years of success.

2003 - UndercoverWear introduces its Bedroom Magic Adult Novelty division.

2005 - UndercoverWear introduces its UndercoverCare Spa Division.

2007- UndercoverWear is the first company in the industry to celebrate 30 Years of Success.

### **Impact on the Industry**

UndercoverWear has been worn by Playboy bunnies at Hugh Hefner's parties.

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### **Discussion of Products**

UndercoverWear sells pajamas, romantic lingerie, "pamper me" products and a complete line of bedroom accessories.

### **Discussion of Opportunity**

UndercoverWear offers the following compensation plan:

*UndercoverWear Agents earn 25% - 50% on every show they ([www.mlmllegal.com](http://www.mlmllegal.com)) do. With our average show being \$500 or more, you can look forward to earning an average income of \$100 - \$200 per night. The more shows you hold, the more money you will earn. Plus, with our extensive product line, you can look forward to higher show sales of \$500, \$800, \$1,000 and more! You also have the opportunity to earn up to 10% on your personal Recruits, achieve a \$500 to \$10,000 quarterly Management bonus, achieve monthly cash recruiting bonuses, and other incredible benefits.*

The company offers the following overrides and bonuses:

**Personal Sales Bonus - Earn up to 50% on your Personal Sales**

Personal Sales Volume*	\$750-\$1499	\$1500-\$2999	\$3000 - \$4999	\$5K - \$7999	\$8K - \$9999	\$10K +
Bonus %	5%	10%	12%	15%	20%	25%
Total Commission	30%	35%	37%	40%	45%	50%

\*Personal Sales Volume includes both Classic and Millennium Sales

**Agent Recruiting Bonus**

	Agent
Personal Sales	\$750
Structure Sales	\$1,000
PMB Earnings	1%

**CIA Management Compensation Program**

CIA			
Personal Sales	\$1,000	\$1,500	\$2,000
Structure Sales	\$3,000	\$5,000	\$8,000
Active Agents	2 PMB Agents	5 PMB Agents	5 PMB Agents
PMB	3%	5%	5%
Level 1	1%	2%	2%
Level 2			1%
Level 3			0.5%
UndercoverWear NOW Quarterly Management Bonus			\$500 Quarterly Mgmt Bonus

\*Structure Sales also include the CIA's Personal Sales.

**1-4 Star CIA Management Compensation Plan**

**5-10 Star CIA Management Compensation Plan**

	1	3	5	7	10
Personal Sales	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Structure Sales	\$10,000	\$30,000	\$60,000	\$80,000	\$100,000
Active CIAs/ Agents	1 Active PMB CIA + 4 Active Agents	3 Active PMB CIAs + 7 Active Agents	5 Active PMB CIAs + 5 Active Agents	7 Active PMB CIAs + 3 Active Agents	10 Active PMB CIAs
PMB	6%	7%	8%	9%	10%
Level 1	3%	3%	4%	4%	5%
Level 2	1%	1.5%	2%	3%	4%
Level 3	0.5%	1%	1.5%	2%	3%
Level 4 and up		0.5%	1%	1.5%	2%
UCW NOW Quarterly Management Bonus	\$750 Quarterly Mgmt Bonus	\$2,500 Quarterly Mgmt Bonus	\$5,000 Quarterly Mgmt Bonus	\$7,500 Quarterly Mgmt Bonus	\$10,000 Quarterly Mgmt Bonus

\*Personal Main Branch Agent minimum includes your CIAs.

\*Structure Sales also include the CIA's Personal Sales Based on Classic and Millennium Sales.

Distributors receive their own personalized website. For more information, one must contact the company.

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

UndercoverWear operates within the United States and ([www.mlmlegal.com](http://www.mlmlegal.com)) Canada.

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