

# Introducing: The Rise and Fall of LuLaRoe

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## Synopsis

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In 2015, thousands of hopeful retailers bought into LuLaRoe, one of the largest MLM clothing companies, only to have their dreams dashed. Before long, lawsuits and allegations that LuLaRoe was operating a pyramid scheme started filing in from retailers, many of them women and stay-at-home moms who had risked their homes, their bank accounts, and their relationships with close family and friends in an effort to be their own boss by selling LuLaRoe leggings.

Join BuzzFeed News reporter Stephanie McNeal as she chronicles how so many people got caught in this scheme of leggings and lies with expert interviews and first-hand accounts from the recruits who lived it—and are fighting back.

Find episode transcript [here](#):  
<https://the-rise-and-fall-of-lularoe.simplecast.com/episodes/introducing-the-rise-and-fall-of-lularoe>

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