



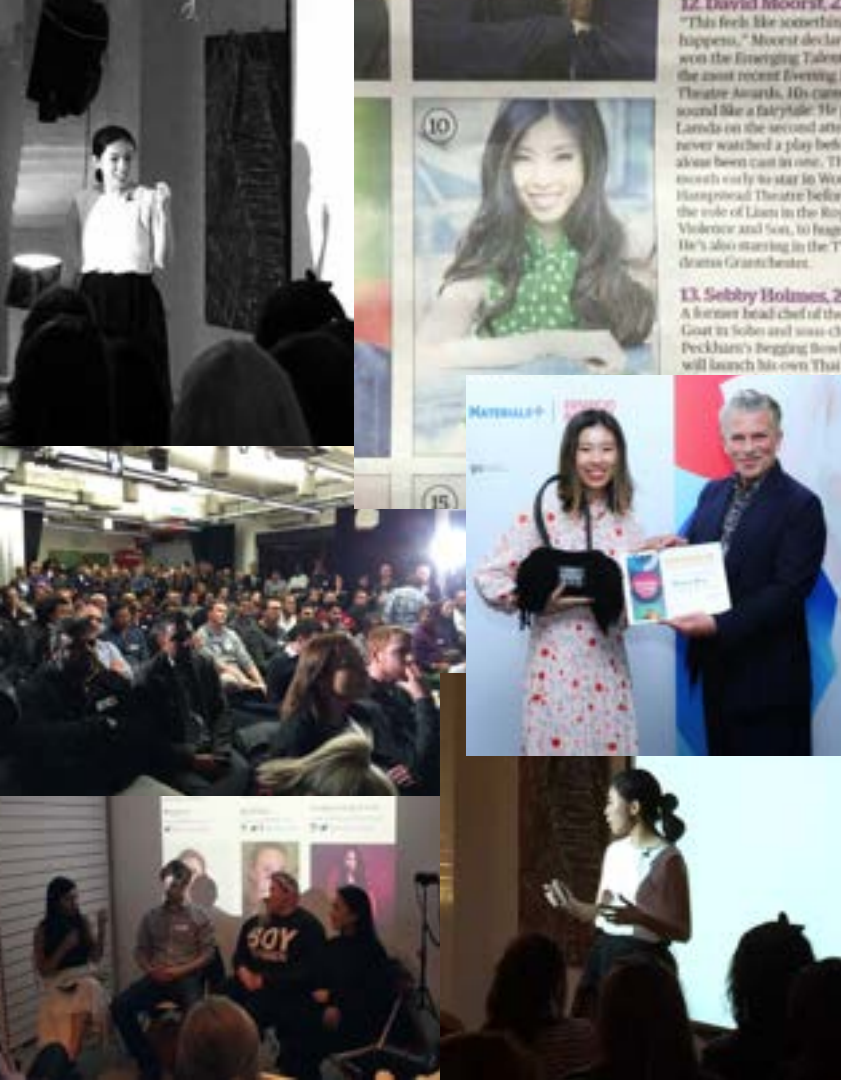
How to transform your knits into a knitwear business

Moyang Yang

YKWI

About Moyang: Fashion Entrepreneur, Startup Coach, Designer

- 2022 Launched MOYA London
- 5 figure sales on Day 1 via pre-order
 - 2 sold out collections
 - Consultant & coach for fashion startups
- 2018 Senior manager at YOOX NET-A-PORTER GROUP market research
- 2016 Sold app & became a startup consultant
- People To Watch award by Standard
 - Sold app to a publishing company
 - Consultant & co-founder for other startups
- 2013 Started a fashion app to take on Instagram
- 1m+ views viral content
 - 15k downloads a month
 - Raised £250k funding
- 2010 Msc Psychology

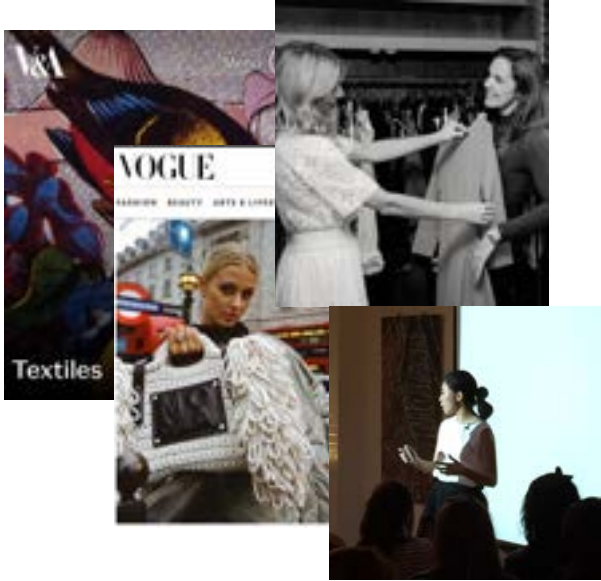


How many of you are selling (or
planning to sell) your knits?

How are you currently selling/
planning to sell?

PROBLEM: If you don't already have a validated concept for your brand, it could be extremely difficult to sell via these channels.

MOYA London



Launched first collection & sold out in 2 weeks via pre-sell

Join Colèchi and Moya London on
26th Feb at 7pm virtually to learn
how to earn from your knits.

www.lu.ma/YKWUMCMoyaLdn