



PASSION LOVE HEART



- EDUCATED IN FASHION STORE
- PURCHASER
JACK & JONES
- BRAND MANAGER
SELECTED
- OWNER
BLACK & CO
- CREATIVE DIRECTOR
MID MUNK
- OWNER
PIESZAK
- OWNER
MOS MOSH
- CO-OWNER
MOS MOSH

YES...

I FUCKED IT UP!



Til salg

A NEW START...



FOKUS, FOKUS, FOKUS



*"NÅR MAN RAMMER BUNDEN SOM JEG
GJORDE, ER DER ET STORT BEHOV FOR AT
TJENE PENGE OG DERFOR VIGTIGT AT
HOLDE FOKUS, FOKUS, FOKUS."*

MOS MOSH HEADOFFICE

LOCATED IN THE CENTRE OF KOLDING, IN
A BEAUTIFUL SPOT – OPPOSITE KOLDING
HUS



MOS MOSH IN NUMBERS

ESTABLISHED IN **2010**

20 MARKETS

MORE THAN **2000** BTB RETAILERS

CLOSE TO **28** EMPLOYEES

GROWTH ON **39** % PER YEAR

4 COLLECTION PER YEAR

PRODUCTION **85-90** % IN EUROPE



*"Kate Moss knows how to dress.
J.K. Rowling knows how to write a
good fantasy story. We know how
to make a perfect pair of jeans."*



UNIQUE DESIGNS WITH A LITTLE TWIST

Design

- Designs are characterised by passion, devotion to details, the little twist, and an excellent feeling for upcoming market trends.
- The designs have high quality and excellent fit – MOS MOSH never compromises.
- High sense of value for money.

Target group

- MOS MOSH's primary target group is fashion conscious women, who loves our design and taste.
- The MOS MOSH woman values originality, tasteful details, and the perfect fit.
- She wants to express her personal style and is not afraid to stand out. She is independent and confident.



HIGH FLEXIBLE AND EFFICIENT VALUE CHAIN



IN-HOUSE:
In-house design team



HIGH FLEXIBLE AND EFFICIENT VALUE CHAIN



IN-HOUSE:

- Procurement and quality control handled internally.

OUTSOURSED:

- All production is outsourced.
- Production mainly in Europe (85-90%).



HIGH FLEXIBLE AND EFFICIENT VALUE CHAIN



OUTSOURCED:

- Warehouse facilities and packaging located in Denmark.
- Shipments are handled by various companies.

HIGH FLEXIBLE AND EFFICIENT VALUE CHAIN



IN-HOUSE:

- Own sales team handles all sales activities in Denmark.
- Sales Manager manages the German sales activities.
- In-house marketing team.

OUTSOURSED:

- All foreign markets are managed by agents, except Spain and overseas countries, which are attended by distributors.
- External PR agencies.



HIGH FLEXIBLE AND EFFICIENT VALUE CHAIN



OUTSOURCED:

- Retail comprises department stores, fashion retail chains, individual fashion and lifestyle shops, and multi-brand web shops.



DESIGN & PRODUCT STRATEGY

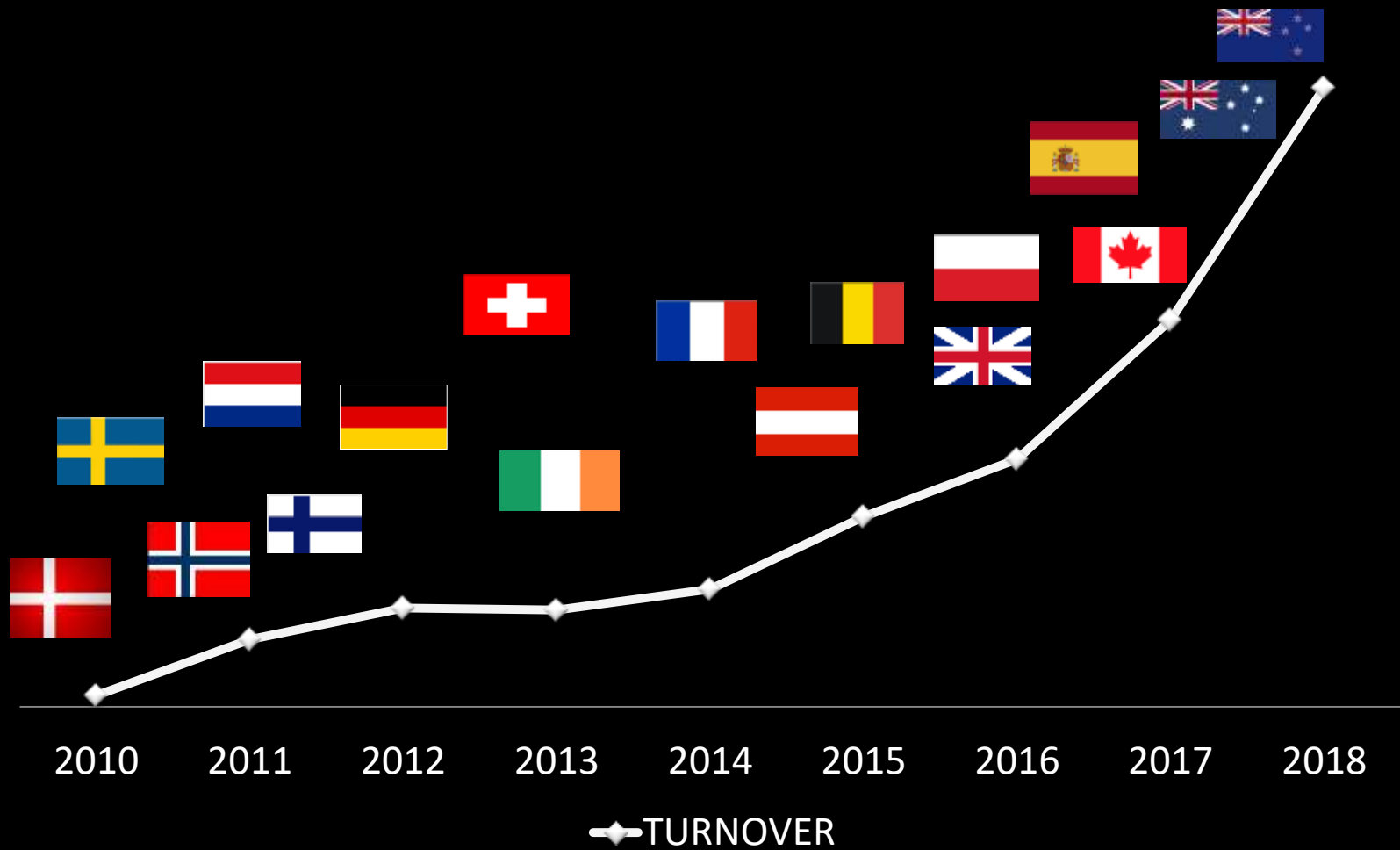
"We always twist and turn every little detail to make the MOS MOSH jeans just right."



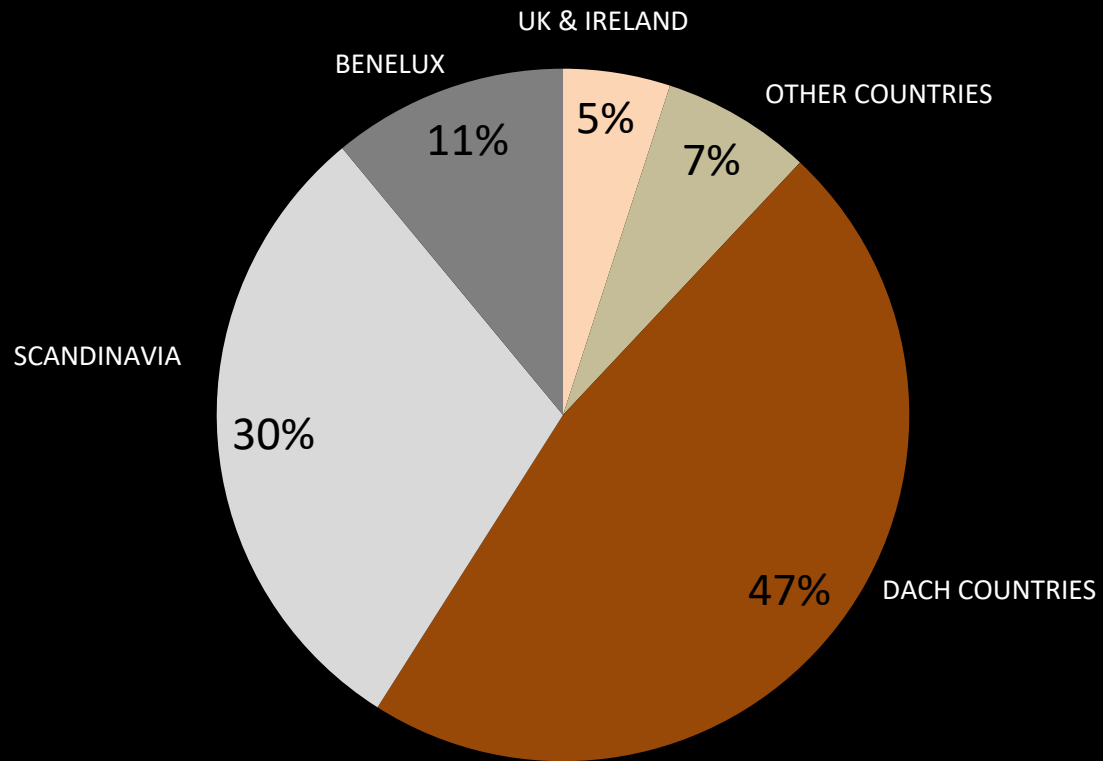
"We simply love jeans, we know, jeans, and we leave nothing to chance."

"Hvis vi alene gav kunderne /sælgerne, det de demokratisk bad om, og alene lyttede til det de sagde, vil vi ende med at skuffe dem. Vi vil aldrig overraske dem, og så vil vi hurtigt blive uinteressante. Vi skal levere noget der er langt mere værd, end hvad kunderne/sælgerne forventer af os. Bare fordi andre gør det, er det ikke ensbetydende med at vi skal. Der er forskellige veje til succes!"

FROM 0 TO 380 DKK MILL IN TURNOVER



TURNOVER BY REGIONS



STORY TELLING



STORY TELLING



STILL BETTER TO BE SMALL AND FAST... THAN BIG AND LAZY!



PASSION
LOVE
HEART



QUESTIONS?

MY WAY

(OUR WAY)