



the

moshi 

Autumn/Winter 2023



The Moshi – more than a decade of delightful accessories

As we celebrate our 10+ anniversary, we would like to invite you to join in on the festivities and discover our latest collection of accessories for fall and winter 2011. When it comes to creating accessories that blend style, quality, and a touch of playfulness, we like to believe that nobody does it quite like The Moshi.

It's hard to believe that over 10 years have passed since we decided to set sail for the journey that we're still living each day. They say the apple doesn't fall far from the tree, and although we both have had various experiences in the past, being born into a family of entrepreneurs does something to you. It creates an eager to bring something to life – no matter if it's an idea, a product, or a dream. In the case of The Moshi, it's probably all the three of them.

It all started in 2011 when the quest for a creative project we could perform together, had grown stronger than ever before. We all had a vision to create something extraordinary and with our parents as mentors, cheerleaders, and with their own background in creative entrepreneurship, we were all eager to build something new that would encompass our shared values whilst honoring our roots.

From our headquarter in the sunny countryside in south of Sweden, we have managed to bring together the best of international craftsmanship to create accessories that are both unique and globally inspired. It hasn't always been an easy road and many challenges have been met along the way. The same creativity we've put into creating our accessories, we often also have had to use in order to find solutions to occurring challenges. But with an open mind, and with the help from all of you, we have made it happen.

Through all our journey there has been one word that's been prominent and has led the way in everything we do: family. Our success story wouldn't have been the same without you, our ever-growing Moshi Family.

Our close bond with clients, customers, coworkers, and suppliers is what sets us apart. For us, it's not just about selling accessories, it's about fostering a sense of belonging and celebrating the fun moments in life. With every product that leaves our door, a piece of our passion is shared with the world. We have made it our priority to build a loyal and loving community of Moshi lovers, and you have all made it possible.

From that fateful starting point in 2011, to the present day, The Moshi has become a testament to the power of family, creative expression, and the joy that comes from pursuing dreams together. Thank you for being a part of our journey. We look forward to continue bringing smiles to your faces for many years to come!

All the best,
Philippa, Philip, Lena and Kjell

the **moshi** 
www.themoshi.se













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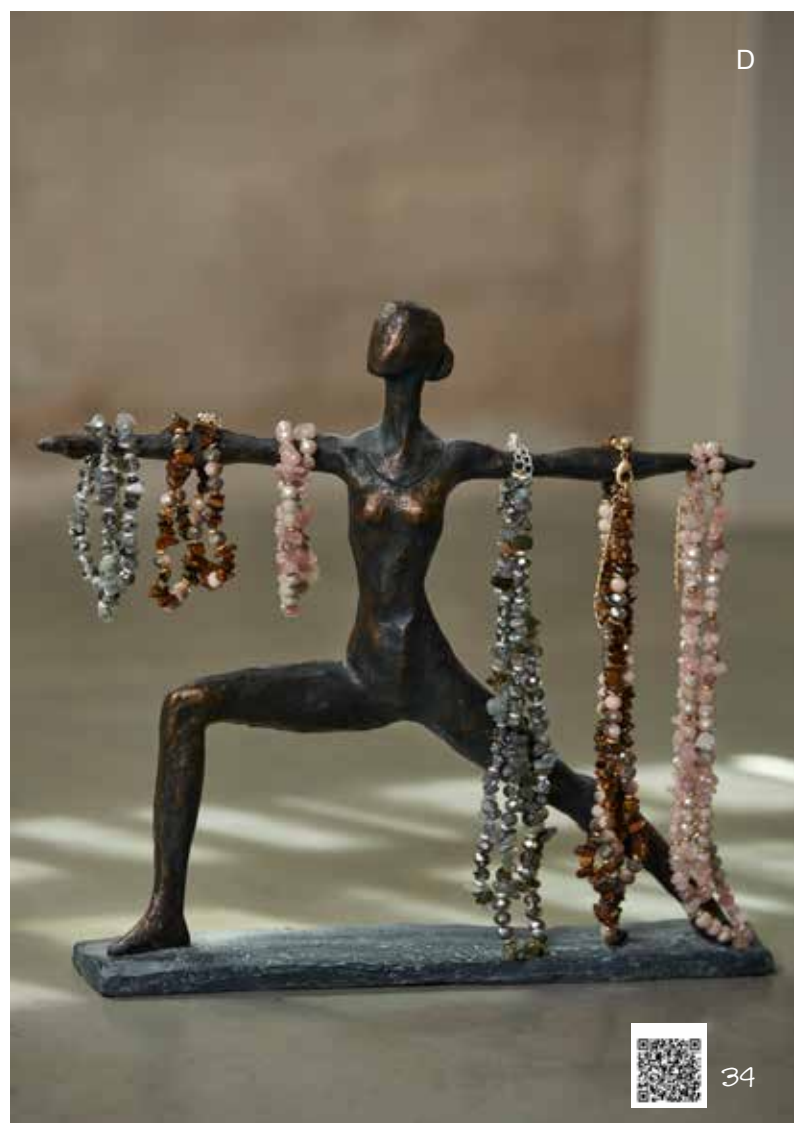


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Welcome to our showroom located in beautiful southern Sweden!
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