

myboshi

# EXPORT 2024

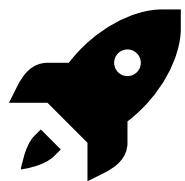
CREATE SOMETHING **BEAUTIFUL**

# HISTORY

Everything started in Japan! On a snowy day in Hachi-Kogen, Hyogo the crocheted boshi-beanie was born. Back in Germany, the colorful hats of two male students became more and more popular, inspiring a traditional craft to a new and modern target group!



2009



The start of myboshi: colorful crocheted hats for everyone!

2010



Individual hats are created and produced by "crocheting-grannies"

2012



The myboshi crocheting guide became the most sold handcraft book of all time!

2014



myboshi was nominated for the German Founders Award for outstanding businesses

2015



Move to the new headquarters in Konradsreuth, Germany

2018



A change in organization & strategy - own B2B & B2C sales

2021



Range & packaging relaunch: new ranges & accessories for a modern wool-shop

2023



Myboshi goes International: myboshi is now available again in 15+ countries

2024



further expansion with successful key account management & further international growth

myboshi



# OUR MISSION & VISION



myboshi

## CREATE SOMETHING BEAUTIFUL

---

We believe that creativity lies within each and everyone of us.

---

That the world of crochet & knitting offers the unique opportunity to connect people

---

Our mission is to make handicraft not only fun, colorful and easy but also accessible to everyone.

---

We make yarn. What's your next project?

# OUR MISSION & VISION

We believe in the power of creativity. With easy-to-follow guides and teaching materials we offer you lots of ideas to spark your imagination.

---

We love to be different. That's why we are constantly looking for unique and flexible materials, quick to work and valuable.

---

Loyalty and honesty are the foundations of everything we do.

---

Our product ranges are stable, simple and comprehensible. Beginner or expert? All that matters is that you're creative.

---

Your choice: with our configurators, your personal project is just one step away!





# OMNICHANNEL

## Onlineshop

myboshi.net

- Yarns, Yarnsets & Accessories
- 250.000+ registered Users
- (digital) Instructions / patterns

## Marketplace

[www.amazon.de/stores/myboshi](https://www.amazon.de/stores/myboshi)

hi/

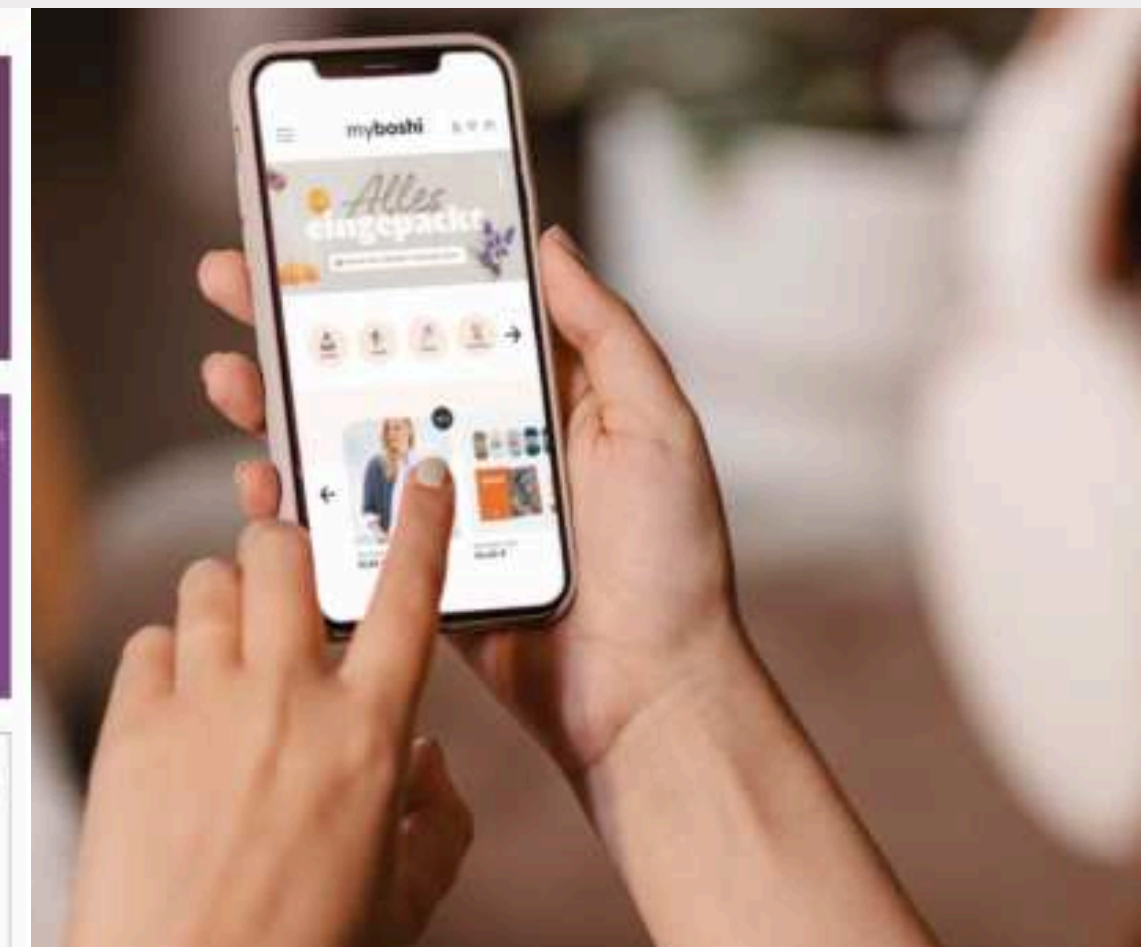
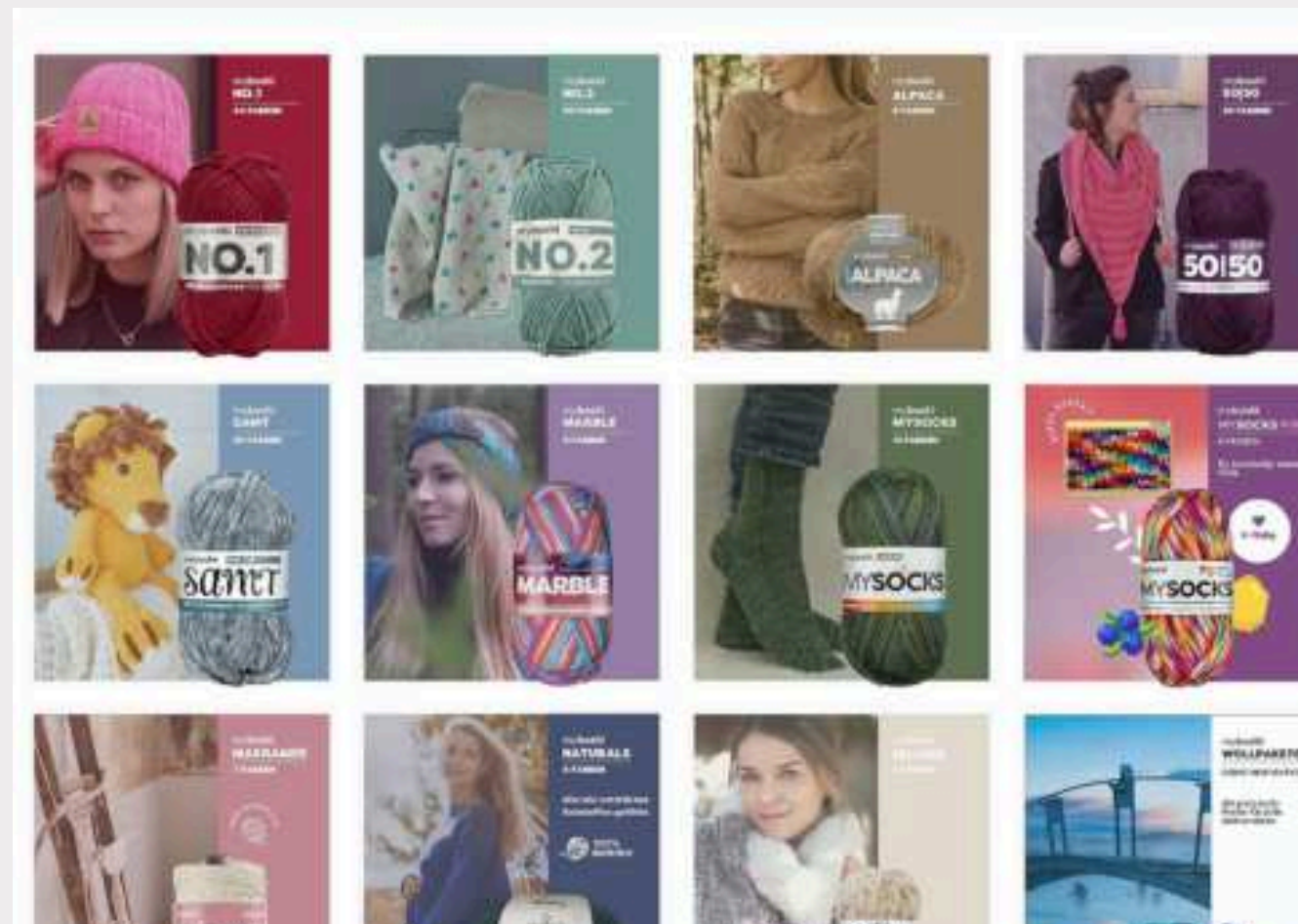
- 2.000+ variations
- mostly bundles & sets
- only in DE

## B2B / Retail

myboshi GmbH

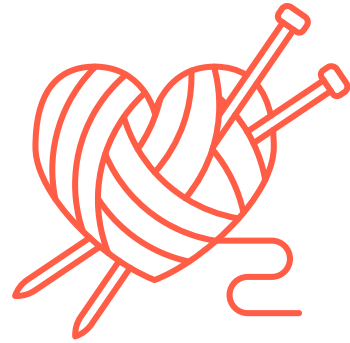
- specialized retail (500+ cust in DE)
- large (chain) customers
- growing export business (14+ countries)

Our  
business  
model





# EXPORT & BRAND STRATEGY



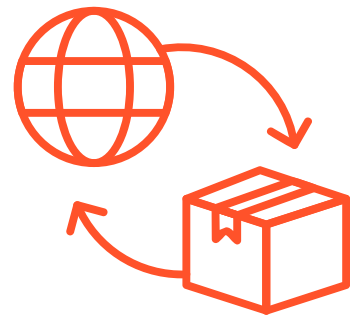
we want to be the best yarn brand for non-specialized yarn stores

- stable, best-selling product range with small total SKU



unique & colorful product range

- quick to use, fun & comprehensive



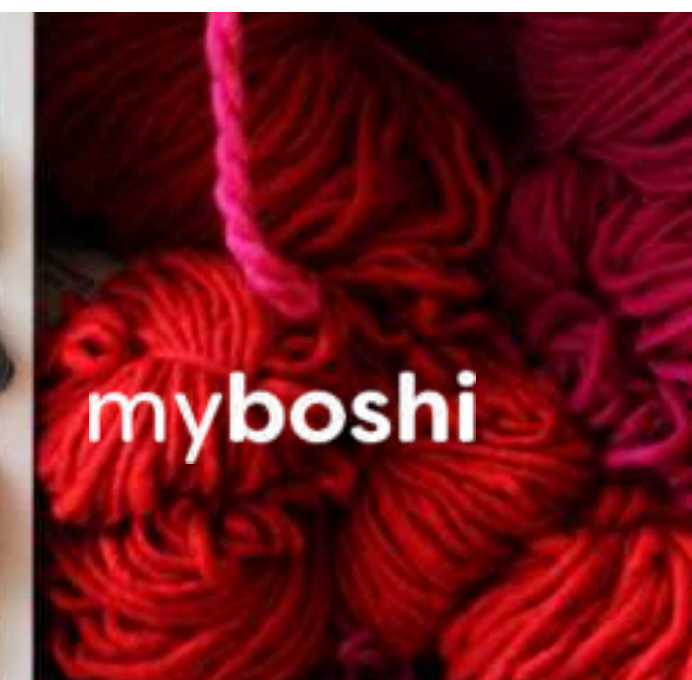
(exclusive) importer-based strategy

- Specialized retail
- Chain-stores
- E-commerce



high quality for an affordable pricing;

- modern up-to-date patterns from independent designers







## References

### Retail





# VISUAL MERCHANDISING **BEST PRACTICES**



myboshi



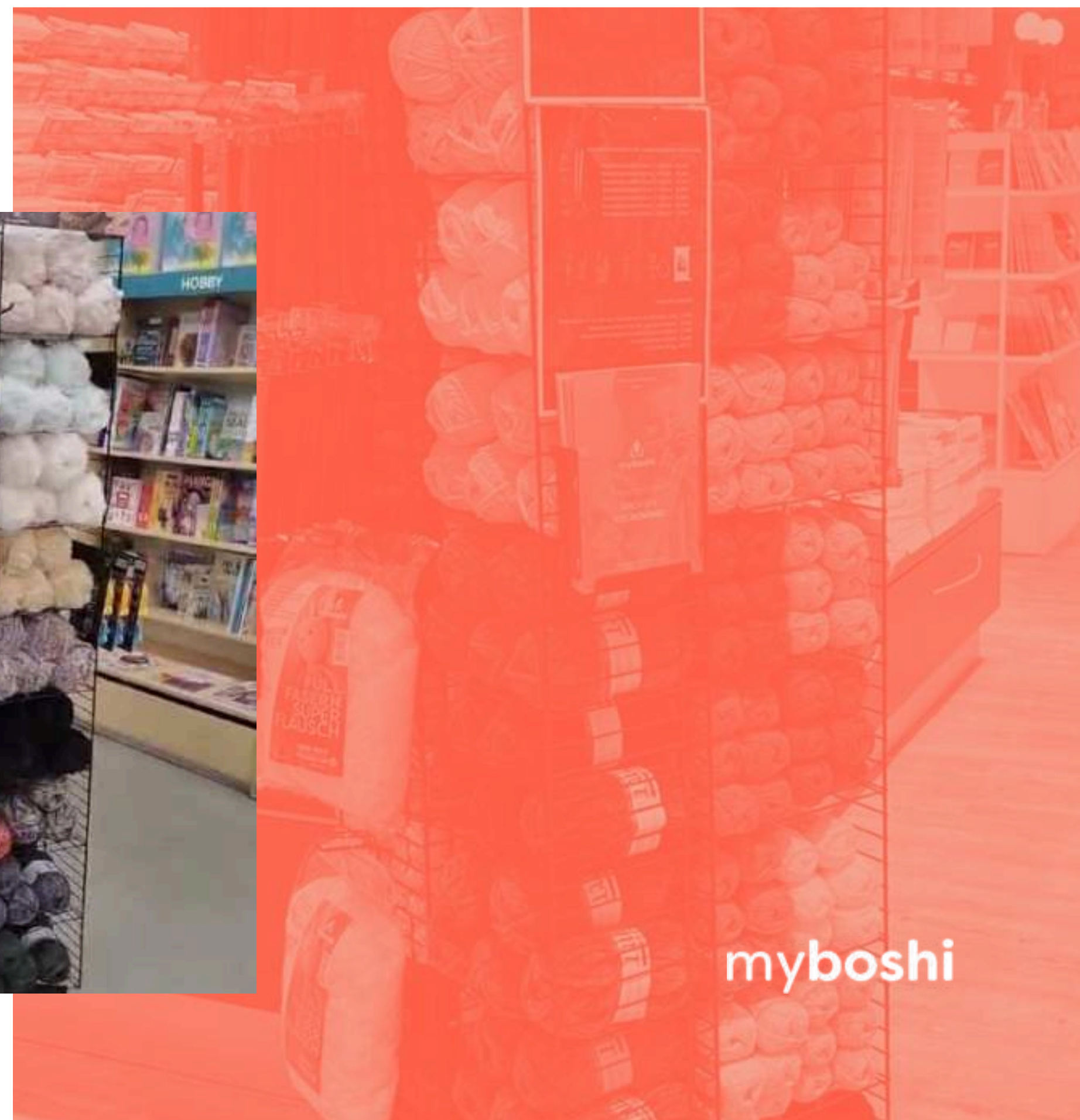
# VISUAL MERCHANDISING **BEST PRACTICES**



myboshi



# VISUAL MERCHANDISING **BEST PRACTICES**



myboshi





myboshi

VISUAL MERCHANDISING **BEST PRACTICES**



## VISUAL MERCHANDISING **BEST PRACTICES**





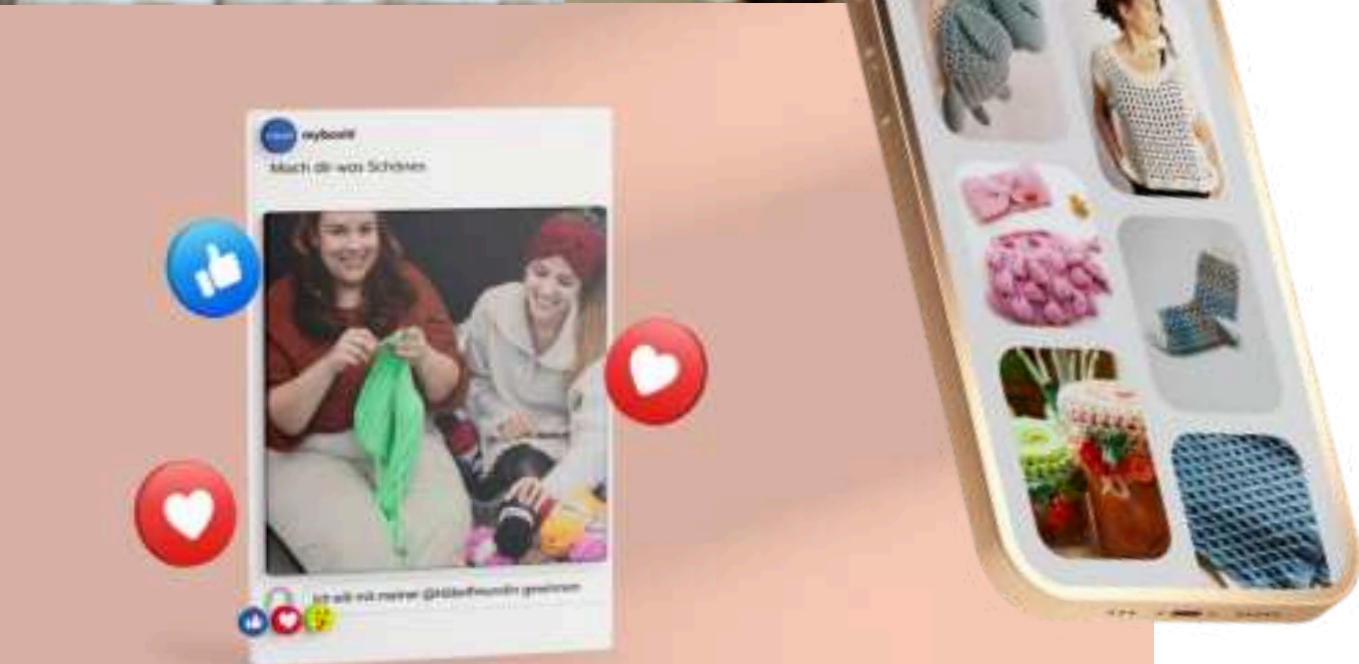
## VISUAL MERCHANDISING **BEST PRACTICES**



myboshi







# SOCIAL MEDIA



FACEBOOK  
**65K**  
followers



INSTAGRAM  
**15K**  
followers



PINTEREST  
**7 M**  
views /  
month



YOUTUBE  
**100K**  
channel clicks



LINKEDIN  
**1K**  
followers



myboshi is a known consumer brand - we are practicing that on a daily basis: frequent interactions, creative ideas & engaging content (German-speaking markets)



Our focus channel is Pinterest, as it combines the most relevant forms of content for our target group: image, video, text and keywords!



**myboshi**

January 2024



# myboshi

## OUR WOOLY WORLD



Our classics  
for hats &  
scarves!

52 SKU



Cotton-  
Kapoc  
mix

30 SKU



Best of both:  
Merino +  
Cotton

30 SKU



Super-Soft  
chenille

20 SKU



Fluffy fur yarn  
with cuddle  
guarantee!

6 SKU



Extra soft  
alpaca mix  
perfect for  
clothing

9 SKU



myboshi OUR WOOLY WORLD



Extra strong  
100% cotton  
made in  
Germany  
12 SKU



The best colors  
on the sock  
wool market!  
23 SKU



Next level wool:  
natural dyed,  
extra fine  
8 SKU



40 SKU

we  
have  
it all!



myboshi

**No.1**





10% POLYACRYL / 30% MERINO

50 g | 55 m



30°C



FORM-STABLE



SCARVES



6 - 7



no  
mulesing

the birth of  
our success  
story: our  
classic for  
hats &  
scarves!



Easy to use, long  
living, great  
touch: our No.1

myboshi **No.1**



Very lightly twisted, thick yarn for  
quick processing and creating



Perfectly adjusted for hats,  
scarves, headbands or other  
durable, warm & comfortable  
accessories



Stable, long-living & durable  
wool quality, perfect for both  
starters and pro's!



# myboshi NO.1

## RANGE OVERVIEW



W127 Mint



W158 Sea Blue



W162 Magenta



W113 Dandelion



W155 Ultramarine



W166 Cherry



W129 Pine Green



W174 Cocoa



W151 Sky Blue



W122 Grass Green



W192 Ivory



W161 Lilac





**W164 Blackberry**



**W134 Chili Red**



**W135 Bordeaux**



**W157 Blueberry**



**W115 Avocado**



**W197 Concrete**



**W121 Apple**



**W137 Apricot**



**W195 Anthracite**



**W163 Violet**



**W191 White**



**W123 Emerald**



**W152 Turquoise**



**W194 Titanium-grey**



**W193 Silver**





**W132 Signal-red**



**W196 Black**



**W141 Rouge**



**W175 Mud**



**W159 Sapphire**



**W136 Powder**



**W142 Light Pink**



**W154 Petrol**



**W165 Plum**



**W131 Orange**



**W167 Orchid**



**W176 Nutmeg**



**W172 Ochre**





*new*  
COLORS

# myboshi **NO.1** **NEON**

Our trusted No.1 quality now also available in 4 vibrant Neon color shades.



**W184 Neon Green**



**W181 Neon Orange**



**W185 Neon Yellow**



**W182 Neon Pink**





# myboshi MARBLE

Colorful is the new black. Our trusted No.1 quality now available in our happy-smile multicolor style. Perfect for colorful, stylish notes in your newest handicraft project!



WMA 003 Grace



WMA005 Klimber



WMA002 Chipper



WMA006 Auris



WMA 001 Baine



WMA008 Twinkle




WMA007 Rainbow



WMA004 Sunshine



A close-up photograph of a woman with long blonde hair holding a baby. The woman is smiling and looking down at the baby. The baby is wearing a white knitted hat and looking directly at the camera. The entire image is covered with a semi-transparent teal overlay. In the bottom left corner, the text 'myboshi' is written in a white, lowercase, sans-serif font.

myboshi

**NO.2**





50 g | 100 m



AMIGURUMI



BREATHABLE



4 - 5



the perfect  
cotton-  
kapoc mix  
for baby &  
amigurumi

# The gamechanger of cotton-wool

myboshi NO.2



Usually, cotton wool is only washable with 30°C - but our special mix allows washing until 60°C.



Kapoc - the lightest natural fiber in the world; Kapoc gives our No.2 a very fine, almost silky touch

BABY



With natural contents and high washability, No.2 is the perfect yarn for baby projects & amigurumis!



# myboshi NO.2

RANGE OVERVIEW



W2540 Petrol



W2720 Ochre



W2270 Mint



W2580 Sea Blue



W2380 Magnolia



W2550 Ultramarine



W2620 Magenta



W2210 Lime



W2730 Caramell



W2480 Cactus



W2130 Dandelion



W2740 Cocoa





W2510 Sky Blue



W2660 Fuchsia



W2920 Ivory



W2440 Nude



W2610 Candy



W2960 Black



W2340 Chili-red



W2370 Apricot



W2570 Blueberry



W2910 White



W2470 Century Plant



W2410 Rouge



W2520 Turquoise



W2320 Tomato



W2230 Emerald



W2940 Titanium-grey



W2930 Silver



W2590 Sapphire

myboshi NO.2





myboshi

**DENIM**





50 g | 135 m



30°C Handwash



DURABLE



BREATHABLE



2-3



## Ripping up the Rulebook: Denim

## Reborn Jeans

Our recycled  
denim yarn

RECYCLED



Stylish, vegan cotton made from  
50% recycled Jeans and 50%  
organic cotton. GRS-certified

CLOTHES & MORE



Perfect for summer fashion, bags  
& much more!

SUSTAINABLE



Very durable & long-living.  
Sustainably produced in the  
home of Fashion: Italy

myboshi DENIM



NEW  
RANGE

MAY 2024

# myboshi DENIM

RANGE OVERVIEW



WD203 Classic



WD202 Azure



WD201 Vintage



WD206 Rebel



WD205 Urban



WD204 Baggy





myboshi

50|50





50 g | 110 m



40°C



CLOTHING



4 - 5



Combining  
the best of 2  
worlds:  
temperature  
regulating &  
robust

# Our premium all-season wool

myboshi 50|50



The mulesing-free merino wool offers perfect temperature regulation and an exclusive, premium soft touch



Cotton adds strength, longevity & stability to the merino, allowing easy washability



Our 50|50 is a true 4-seasons wool - perfect for clothing in both summer & winter!



# myboshi 50|50

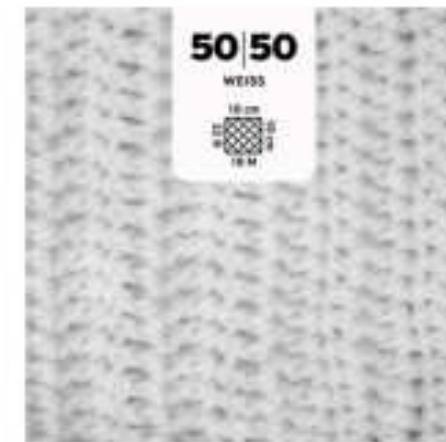
## RANGE OVERVIEW



W964 Blackberry



W996 Black



W991 White



W973 Caramell



W922 Grass Green



W966 Fuchsia



W974 Cocoa



W934 Chili Red



W992 Ivory



W969 Aquamarine



W937 Apricot



W924 Apple





W995 Anthracite



W914 Vanilla



W977 Walnut



W952 Turquoise



W994 Titanium



W932 Signal Red



W993 Silver



W959 Sapphire



W941 Rouge



W938 Light Pink



W954 Petrol



W936 Powder



W958 Sea Blue



W927 Mint



W962 Magenta



W955 Ultramarine



W920 Crocodile



W913 dandelion

myboshi 50|50





myboshi

**SAMT**





100 g | 100 m



30°C



AMIGURUMI



XXL-YARN



5 - 7



**Our XXL  
super-soft  
amigurumi  
chenille yarn**

**Incredible  
velvet soft:  
our SAMT**

myboshi **SAMT**

VELVET-SOFT



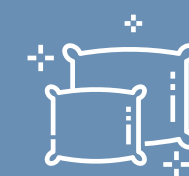
With its 100 % polyester thick strings, our SAMT truly speaks its own name: velvet-soft

ANIMAL



Every Samt color shade is named after an amigurumi-animal - with exclusive instructions for your perfect amigurumi project!

HOMEDECO



With its thick strings & soft touch our Samt is also perfectly suitable for pillows, blankets and other homedeco projects



**3 NEW  
COLORS**  
September  
2023

myboshi  
**SAMT**

**RANGE OVERVIEW**



**W862 Mouse**



**W895 Piglet**



**W861 Unicorn**



**W891 Polar Bear**



**W834 Parrot**



**W892 Beaver**



**W893 Seal**



**W876 Starfish**



**W813 Lion**



**W872 Llama**



**W822 Crocodile**



**W842 Rabbit**





**W894 Dolphin**



**W851 Elephant**



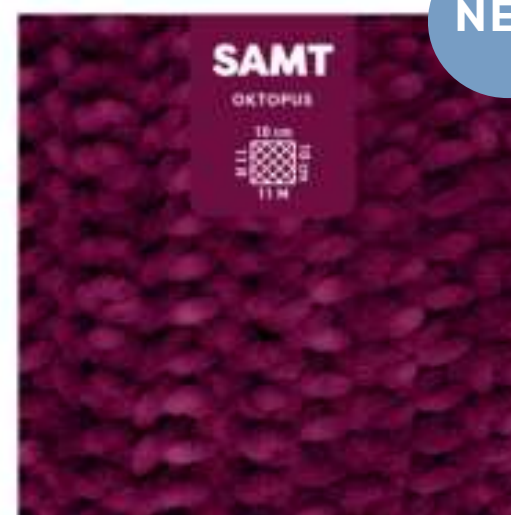
**W855 Peacock**



**W827 Frog**



**W896 Raven**



**W864 Octopus**



**W854 Dinosaur**



**W831 Flamingo**





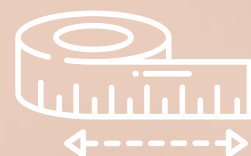
myboshi

SamtXL





100 g | 40 m



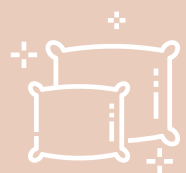
30°C



AMIGURUMI



HOMEDECO



9 -10



PU: 5  
pcs.



Cover  
yourself  
in clouds:  
myboshi  
SAMT XL

## Samt XL

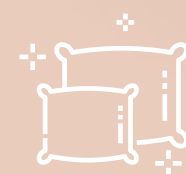
our fluffy chenille yarn Samt  
now in extra thick!

SAMTIG WEICH



100 % extra soft Polyester in  
extra large! more than double  
string thickness.

HOMEDECO



Super chunky Chenille-Yarn for  
Home-decoration projects and  
Giantgurumi's

XXL-GARN



bigger, thicker, fluffier: that's our  
Samt XL!

myboshi **samtXL**



9  
COLORS  
September  
2024

myboshi  
samtXL

ASSORTMENT  
OVERVIEW



WX813 AMBER



WX872 SAND



WX842 WATER LILY



WX827 EUCALYPTUS



WX851 HYDRANGEA



WX837 MAGNOLIA



WX834 RUST



WX894 STONE



WX896 VOLCANO





myboshi

SamtXL





100 g | 40 m



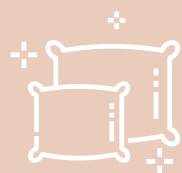
30°C



AMIGURUMI



HOMEDECO



9 -10



PU: 5  
pcs.



Cover  
yourself  
in clouds:  
myboshi  
SAMT XL

## Samt XL

our fluffy chenille yarn Samt  
now in extra thick!

SAMTIG WEICH



100 % extra soft Polyester in  
extra large! more than double  
string thickness.

HOMEDECO



Super chunky Chenille-Yarn for  
Home-decoration projects and  
Giantgurumi's

XXL-GARN



bigger, thicker, fluffier: that's our  
Samt XL!

myboshi SAMT XL



9  
COLORS  
September  
2024

myboshi  
samtXL

ASSORTMENT  
OVERVIEW



WX813 AMBER



WX872 SAND



WX842 WATER LILY



WX827 EUCALYPTUS



WX851 HYDRANGEA



WX837 MAGNOLIA



WX834 RUST




WX894 STONE



WX896 VOLCANO



A woman with blonde hair tied back, wearing a beige knit sweater, stands in a forest with her arms crossed. The background is a dense forest of trees with light-colored bark. The image has a warm, golden-brown tint. The word 'ALPACA' is overlaid in large, bold, white capital letters. The brand name 'myboshi' is visible in the bottom left corner in a smaller, white, lowercase font.

myboshi

**ALPACA**





50 g | 90 m



30°C



ROBUST



6 - 8



**super-soft  
snuggle mix with  
extra comfort**

# Perfect for colder days: our Alpaca-mix

myboshi **ALPACA**

COMFORTABLE MIX



A great mix with great features:  
50% Acryl: stability;  
25% wool: temperature regulation;  
15% Polyamid: flexibility; and  
10% Alpaca: soft feel, comfort.

WONDERFULLY SOFT



With its unique mix, our alpaca is a  
great quality for both quality-oriented  
and price-conscious consumers

CLOTHING



Due to its features, it fits perfectly for all  
kinds of clothing projects: pullovers,  
scarves, gloves and many more!



myboshi  
ALPACA

RANGE OVERVIEW



W672 Ochre



W655 Ultramarine



W666 Fuchsia



W694 Titanium



W691 White



W623 Emerald



W612 Mustard



W654 Petrol



W696 Black



myboshi  
**MYSOCKS**  
uni







100 g | 420 m



40°C



4-PLY



SOCKS



2,5 - 3



PU: 5  
pcs.



# a sock- sess story: mysocks UNI

**MYSOCKS** **uni**  
a classic reimagined!

MYSOCKS  
**uni**



long-living, felt-free, absorbent  
and wonderfully soft! mulesing  
free, oekotex-certified



Ideal to combine with our existing  
mysocks program for even more  
creativity, e.g. Fair-Isle socks!



fantastic to touch & smells great,  
thanks to our unique aloe vera  
treatment!



6  
COLORS  
September  
2024

myboshi  
**MYSOCKS**  
ASSORTMENT  
OVERVIEW **uni**



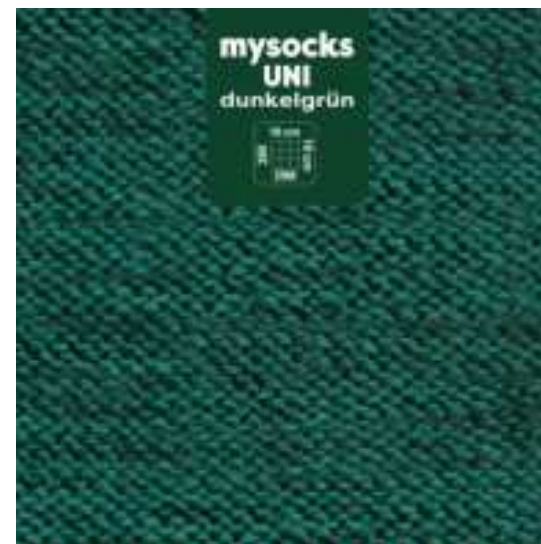
W76796 black



W76794 grey



W76791 white



W76729 dark green



W76755 marine



W76735 bordeaux





myboshi

**MYsocks**



75% WOOL  
25% POLYAMID

100 g | 420 m

40°C

FILT-FREE

SOCKS



2,5 - 3



The titan  
among wool  
projects:  
mySocks

# Socks don't need to be boring!

4-PLY



Colorful, scandinavian-style  
4-ply wool made of 75 % wool  
& 25% polyamid

ALOE VERA



Treated with Aloe Vera for the  
extra soft feel!

ABSORBENT

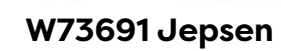
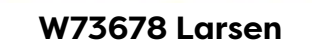


Extremely long-living, durable,  
absorbent and comfortable

myboshi MY SOCKS



## RANGE OVERVIEW





myboshi

**MYSOCKS** PIXEL



75% WOOL  
25% POLYAMID

150 g | 390 m

40°C

FILT-FREE

SOCKS



3 - 4



Analogue  
players in a  
digital world:  
**mySocks Pixel!**

Even more  
colorful:  
**mySocks Pixel**

6-PLY



Premium-quality, 6-ply  
sock wool in even more  
colorful designs!

ALOE VERA



Treated with Aloe Vera  
for the extra soft feel!

ABSORBENT



Extremely long-living,  
durable, absorbent and  
comfortable

myboshi **MY SOCKS** PIXEL



myboshi  
MYSOCKSPIXEL

RANGE OVERVIEW



W74002 Nova



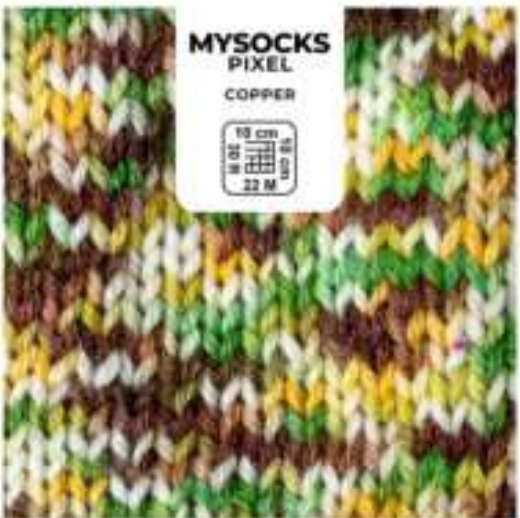
W74004 Spark



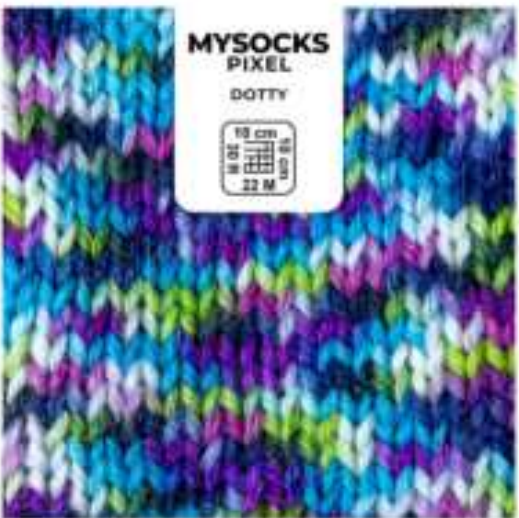
W74009 Otis



W74010 Booker



W74003 Copper



W74001 Dotty





myboshi

**FELLINO**





100 g / 65 m



XXL-YARN



1 - 10



**NEW**  
September  
2023

**The fluffiest  
synthetic fur  
yarn with cuddle  
guarantee!**

**myboshi Fellino:**  
**It's so fluffy I'm  
gonna die!**



Our thick Fellino fluffy fur yarn feels combines a wonderful, voluminous haptic experience with a great looking fur effect!

HOMEDECO



Perfect for accessories, pillows, blankets, amigurumi and fashion statements!

VEGAN



Our Fellino is made of the synthetic material polyester. It is 100 % vegan.

myboshi **FELLINO**



# myboshi Fellino

## RANGE OVERVIEW



**WF895 Pinku**



**WF896 Kuro**



**WF891 Shiro**



**WF872 Kiiru**




**WF894 Chairu**



**WF851 Ao**



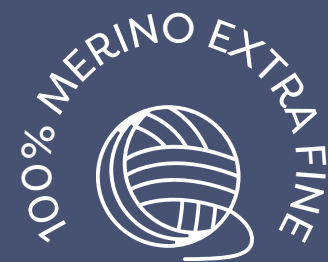


myboshi

**NATURALS**



# The first industrially natural-dyed wool in the world



50 g | 150 m



HAND-WASH



CLOTHES



4



a touch of luxury:  
our naturals!



In a completely novel process, we industrialized the natural dyeing process of wool



Our 100% extra fine merino meets the strictest quality standards, delivering an exclusive feel fantastic colors!



Highest sustainability standards in the market:  
RWS (Responsible Wool Standard)  
NATIVA (Sustainable Production / Traceability) certified



# myboshi NATURALS

## RANGE OVERVIEW



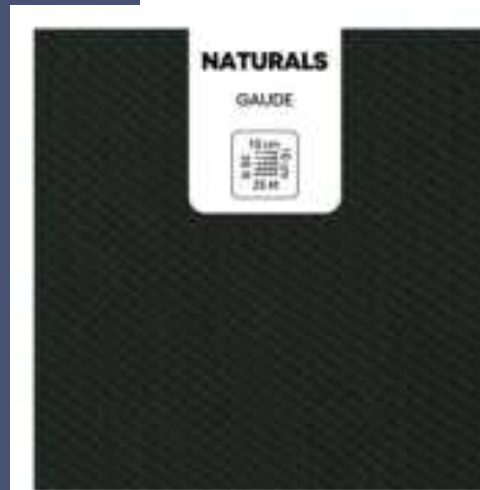
WN175 Rabarbaro



WN157 Indaco



WN113 Frangula



WN129 Gaude



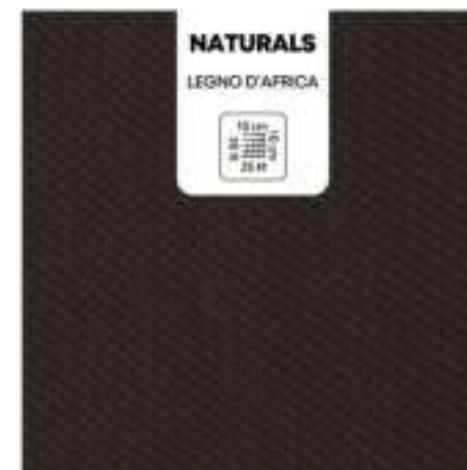
WN132 Robbia



WN192 Sandalo



WN142 Cocciniglia



WN174 Legno D'Africa





myboshi

**DENIM**





50 g | 135 m



30°C Handwash



DURABLE



BREATHABLE



2-3



## myboshi DENIM

# Reborn Jeans

Our recycled  
denim yarn

RECYCLED



Stylish, vegan cotton made from 50% recycled denim and 50% organic cotton.

CLOTHES



Breathable and very hard-wearing. Certified according to GRS. Perfect for fashion in the warm season...

ACCESSOIRES



... and also for bags, scarves and much more.

myboshi DENIM



# myboshi DENIM

## RANGE OVERVIEW



WD203 Classic



WD202 Azure



WD201 Vintage



WD206 Rebel



WD205 Urban



WD204 Baggy





myboshi

# MAKRAMEE





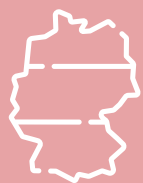
50 m



30°C



MADE IN GERMANY



SOFT TOUCH



**A touch of  
Orient for  
your home**

**Twisted, braided,  
knotted: Macramé  
made easy**



100 % bio cotton made in  
Germany, strong as a  
sailing rope!



Superior knotting in two qualities:  
for beginners: twisted  
for advanced: braided



Endless possibilities: for all kinds  
of decorative DIY projects

myboshi **MAKRAMEE**



# myboshi MAKRAMEE

50m

## RANGE OVERVIEW



**ZUMB0047 White  
Twined 4mm**



**ZUM0048 Black  
Twined 4mm**



**ZUMB0036 & 0037 Natural  
Color - Braided 2 / 4 mm**



**NUM0043 Nude  
Twined 4mm**



**ZUMB0038 Nude  
Braided 4mm**



**ZUMB0042 Natural Color  
Twined 4mm**



**ZUMB0044 Jade  
Twined 4mm**



**ZUMB0039 Jade  
Braided 4mm**



**ZUMB0046 Honey  
Twined 4mm**



**ZUMB0041 Honey  
Braided 4mm**



**ZUMB0045 Light Grey  
Twined 4mm**



**ZUMB0040 Light Grey  
Braided 4mm**



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# LIEBLINGSFARBEN



Naturally dyeing taken to the next level



Easy dyeing process everyone can do!



Highest quality natural ingredients



Flexible dye for all kinds of projects - e.g. TYE DYE



Turmeric



Birch



Madder Root



Barberry




Logwood



Pomegranate



The background of the image shows numerous wooden hooks and needles of various sizes, laid out on a dark, textured surface. The items are arranged in several rows, with some in the foreground being in sharp focus and others in the background being blurred. Each item has the brand name 'myboshi' and a size measurement (e.g., 6.50 mm) printed on it.

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# HOOKS & NEEDLES





**the right  
tool for  
every  
project!**

**a solid basis & perfect  
usability: our hooks &  
needles!**



High-quality  
aluminium/PVC crocheting  
hooks with EASY GRIP  
technology



Our knitting needles are made  
sustainably from 100% german  
maple wood



Comprehensive range of the most  
needed sizes





### Double-ended knitting pins 20cm

5 Sizes: 3 - 10.5 mm

100% german maple wood from sustainable foresting; light & strong with a very soft surface



**ROPE:**  
**80cm**

(incl. needles)

### Circular needle 14cm

7 Sizes: 3 - 8 mm

100% german maple wood from sustainable foresting; light & strong with a very soft surface; smaller needle with rope for easy using & less slipping!



### Crocheting hook

12 Sizes: 2.5- 10 mm

100% nickel free sturdy & long living aluminium hook (until 6mm) / pvc-hook (7mm - 10mm)



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# ACCESSORIES







### Rope 60cm

Smaller exchangeable rope for circular needle



### Stitch gatherer set

100 % aluminium  
set of 3: 8 cm, 11 cm, 17 cm



### Stitch marker set

15 pcs. in two different sizes;  
long-living PVC  
4 colors



### Hat Fleece & reflective thread

Fleece: 100 % polyester, 2 pcs / set, dark grey & light grey  
reflective thread: 37% polyamid, 63% polyester, 55m



### Wool needle set

Set of 3: 7 cm, 8 cm, 9,5;  
to combine yarns of different strengths



### PomPon Maker Set

set of 4 sizes: 3,8 cm, 4,8 cm, 6,8 cm, 8,8cm  
super easy to use: special click-clack technology



### Wool Unwinder Basic

100 % beech from sustainably managed german forests  
Height: 18cm, Width: 13cm



### Filling Cotton Extra Soft

100 % polyester  
washable up to 95 °C  
150 gr, 500 gr, 1000gr



### Knitting loom set

Superfast & easy process;  
Includes: loom, needle & instruction;  
Perfect for children & beginners.



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CREATE SOMETHING **BEAUTIFUL**



@myboshi

myboshi GmbH  
Sportplatzstraße 8  
95176 Konradsreuth  
Germany



**Lukas Thriene**

+49 9292/97760-19  
Mobile: +49 151 4490 7560  
thl@myboshi.net