

We are



ysh

- 1 WE ARE YSH
- 2 PERSONA
- 3 CONCEPT
- 4 SUSTAINABLE APPROACH
- 5 PROCESS
- 6 PYRAMID
- 7 OUTCOME



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2
persona

October 26

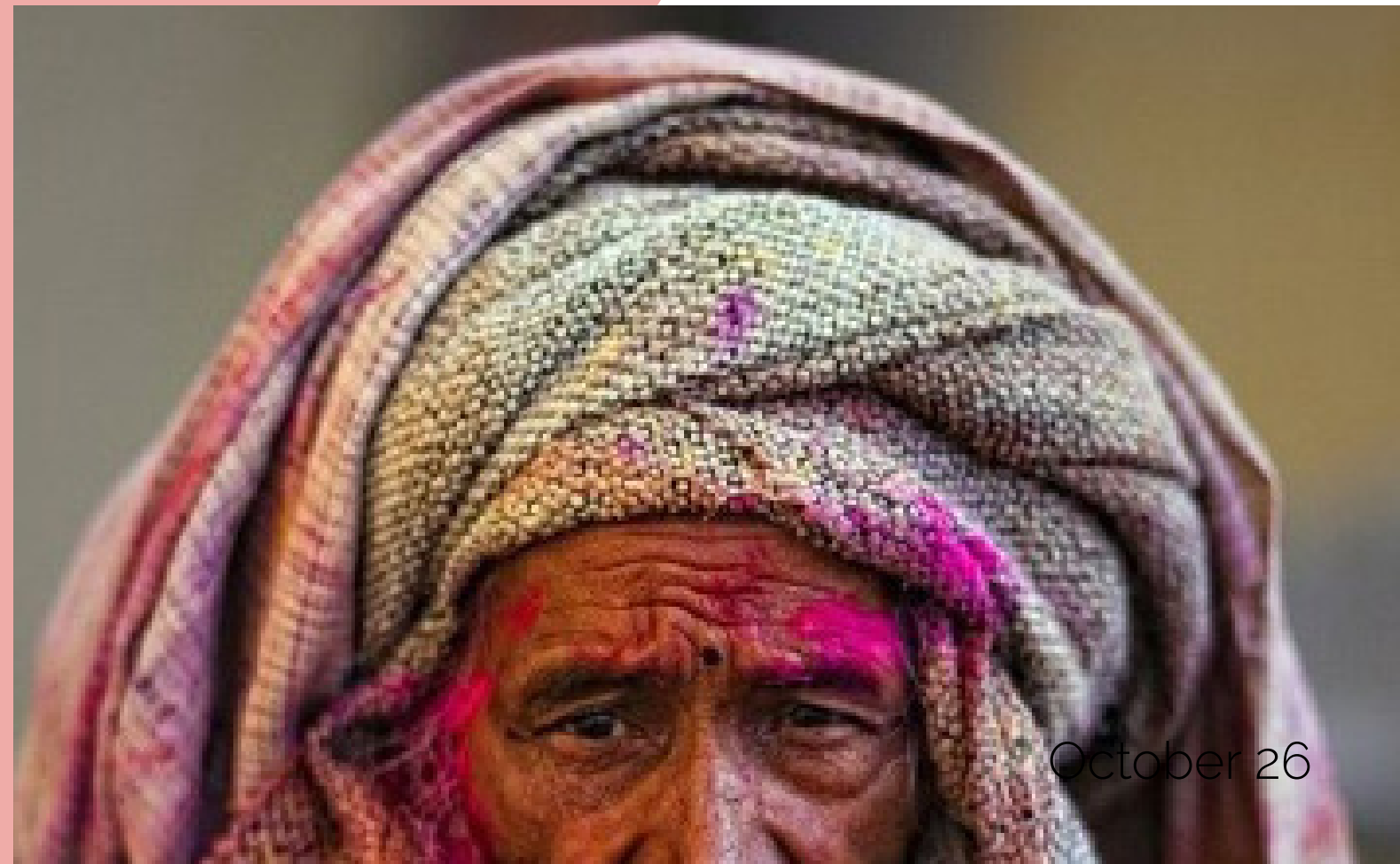


3
con
-cept

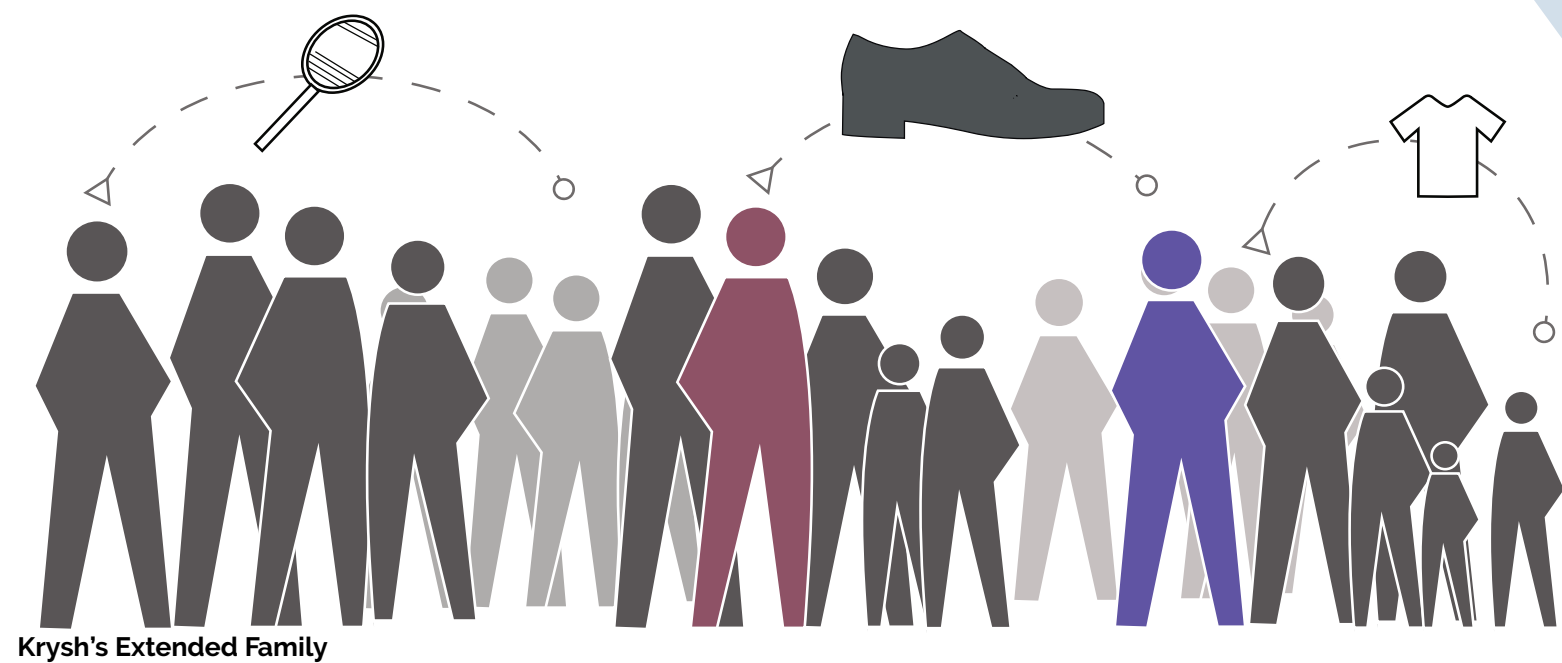


TRADITIONEL
DISTORTION
DISTORTION

ysh

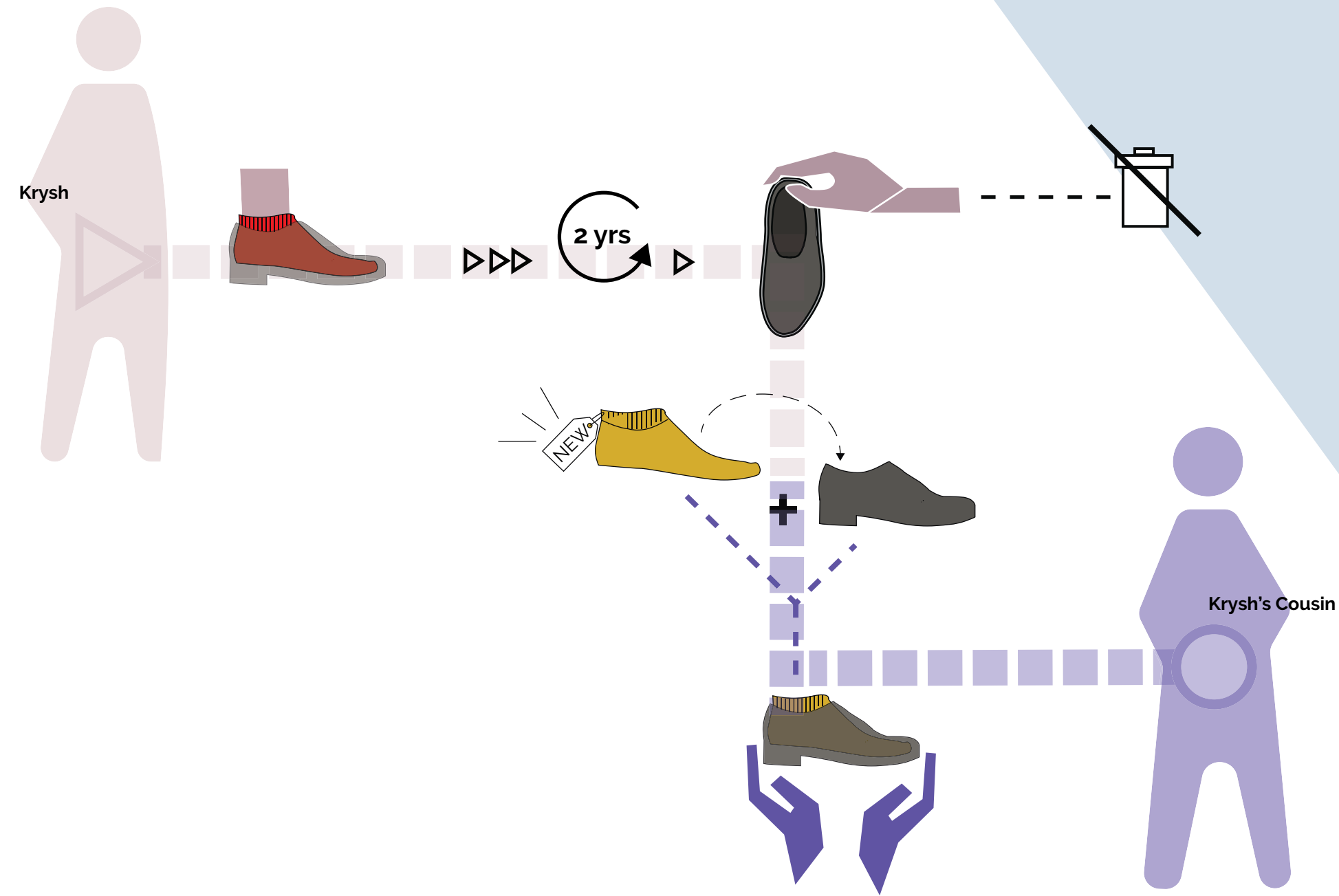


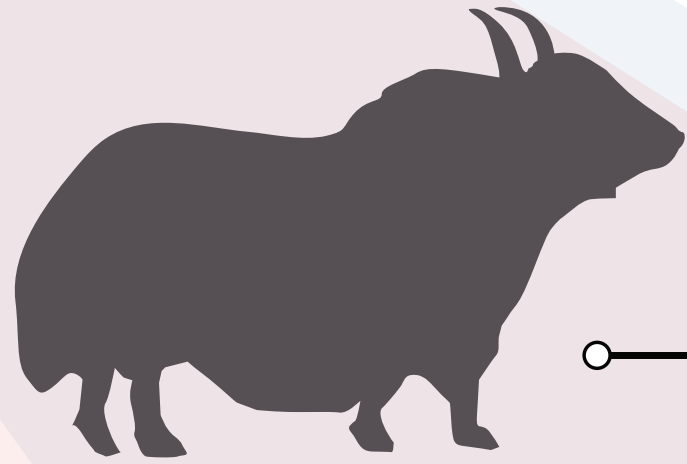
October 26



Krysh's Extended Family

4
sustainable
approach
informal sharing

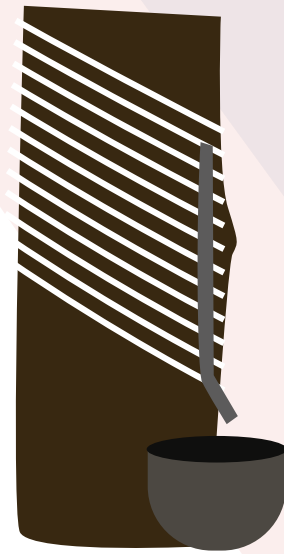




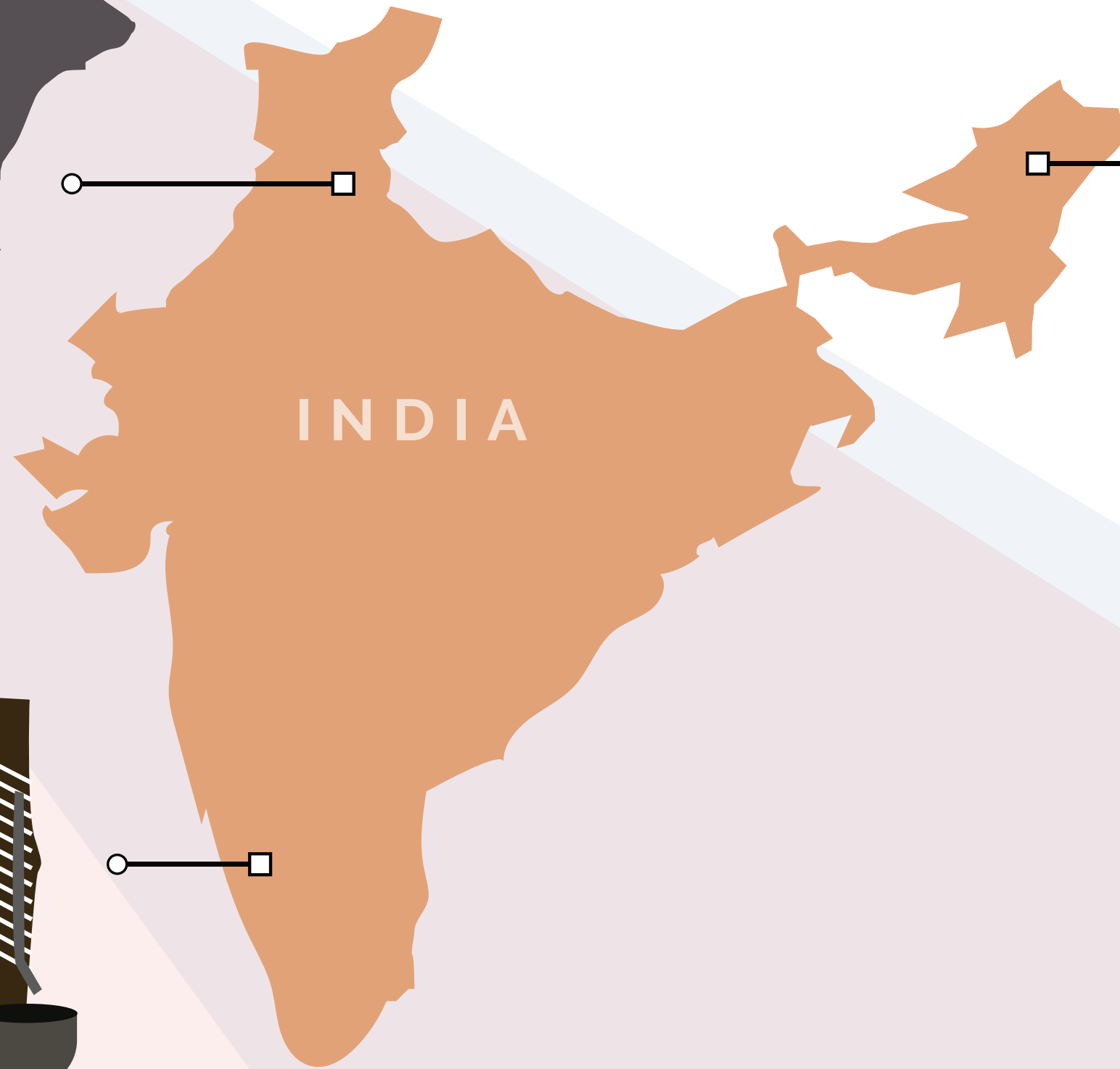
Yak Leather
Himalayan Region



Bamboo Fiber
Assam Region

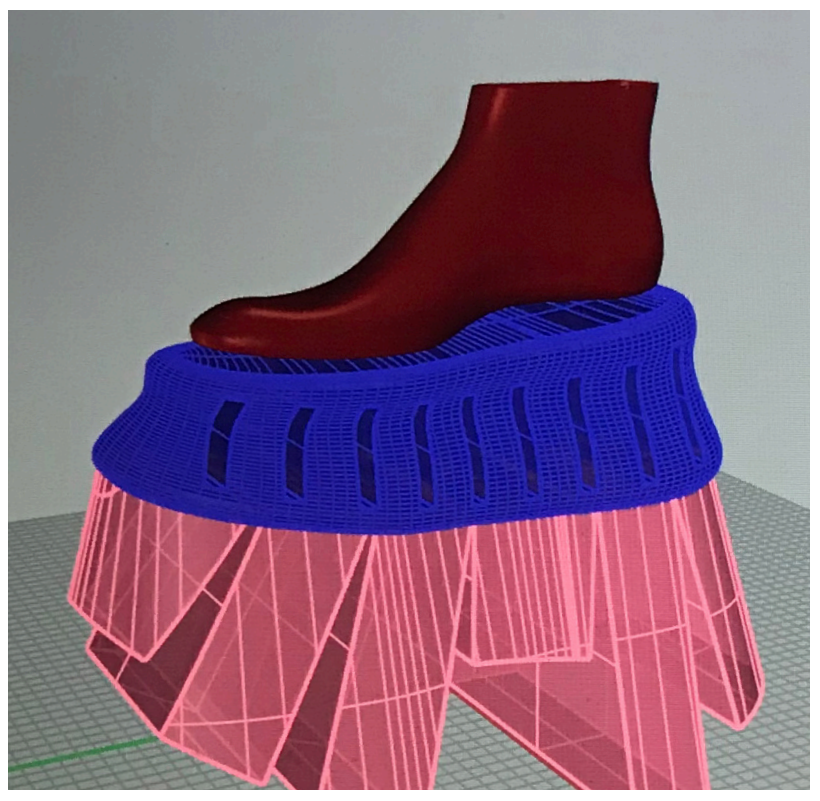
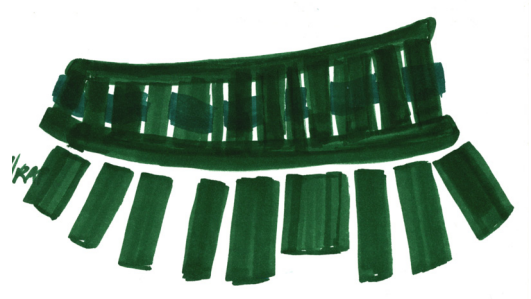
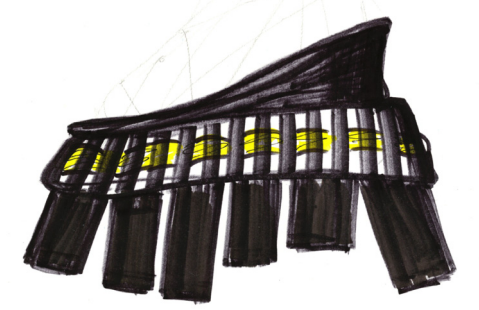


Natural Rubber
Kerala Region



4
local materials

ysh



5
process

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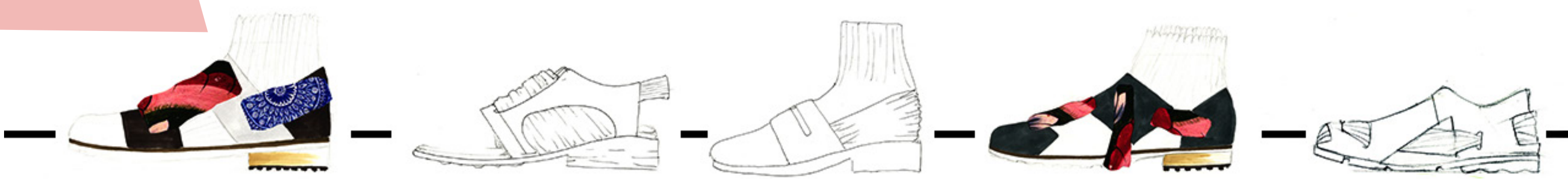
5
color palette

October 26

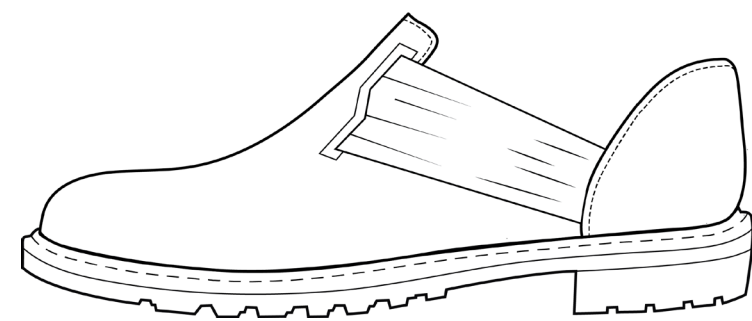
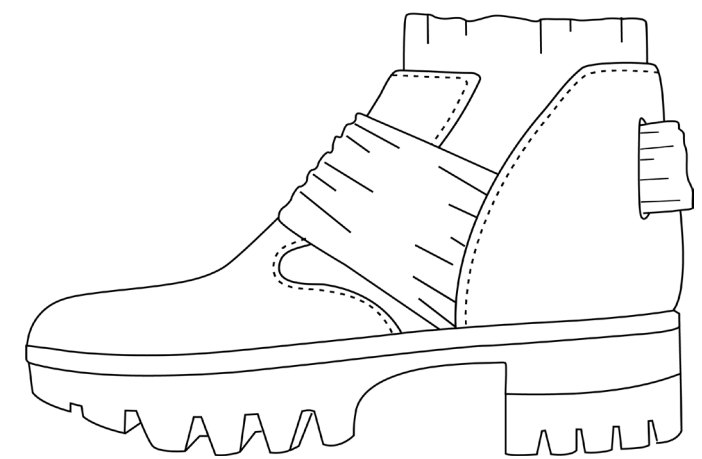
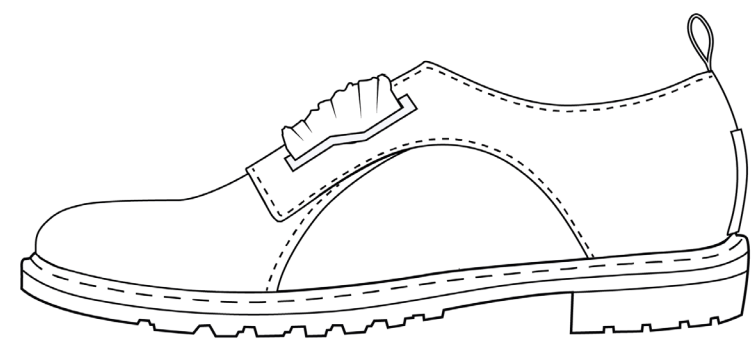
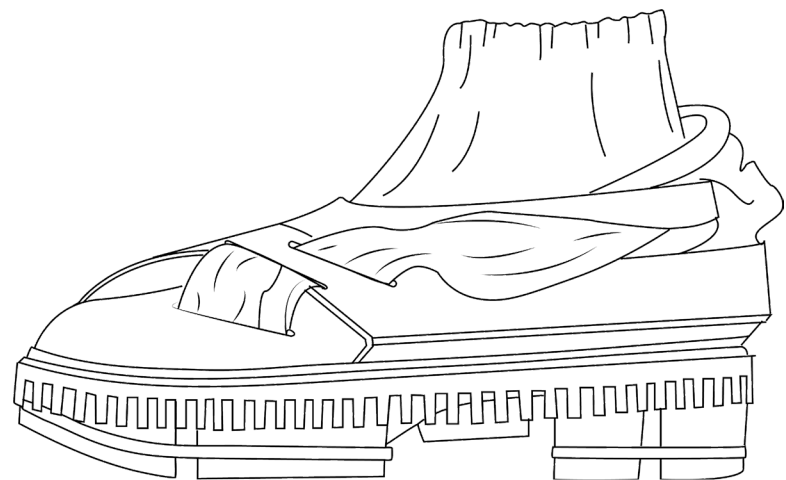
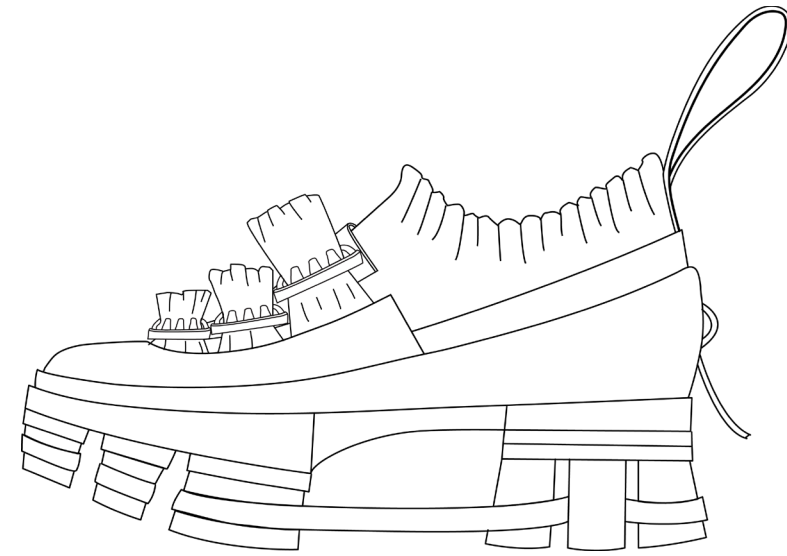
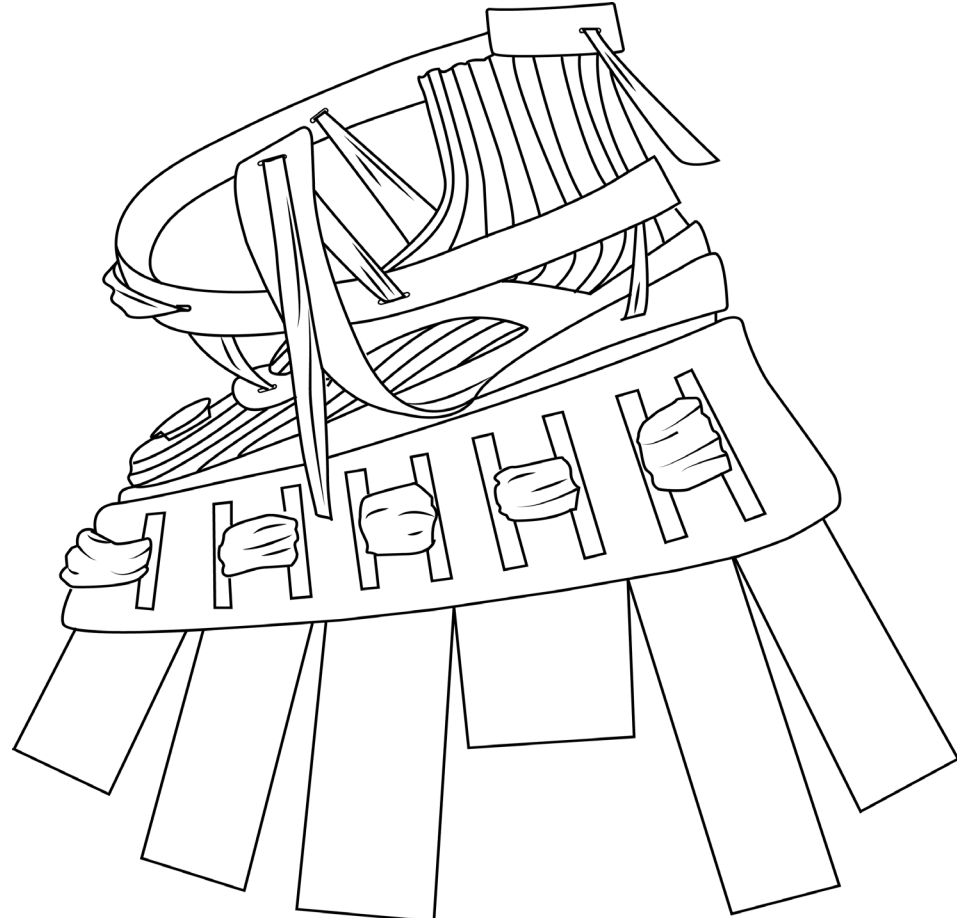
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6
process
pyramid



final
pyramid 6





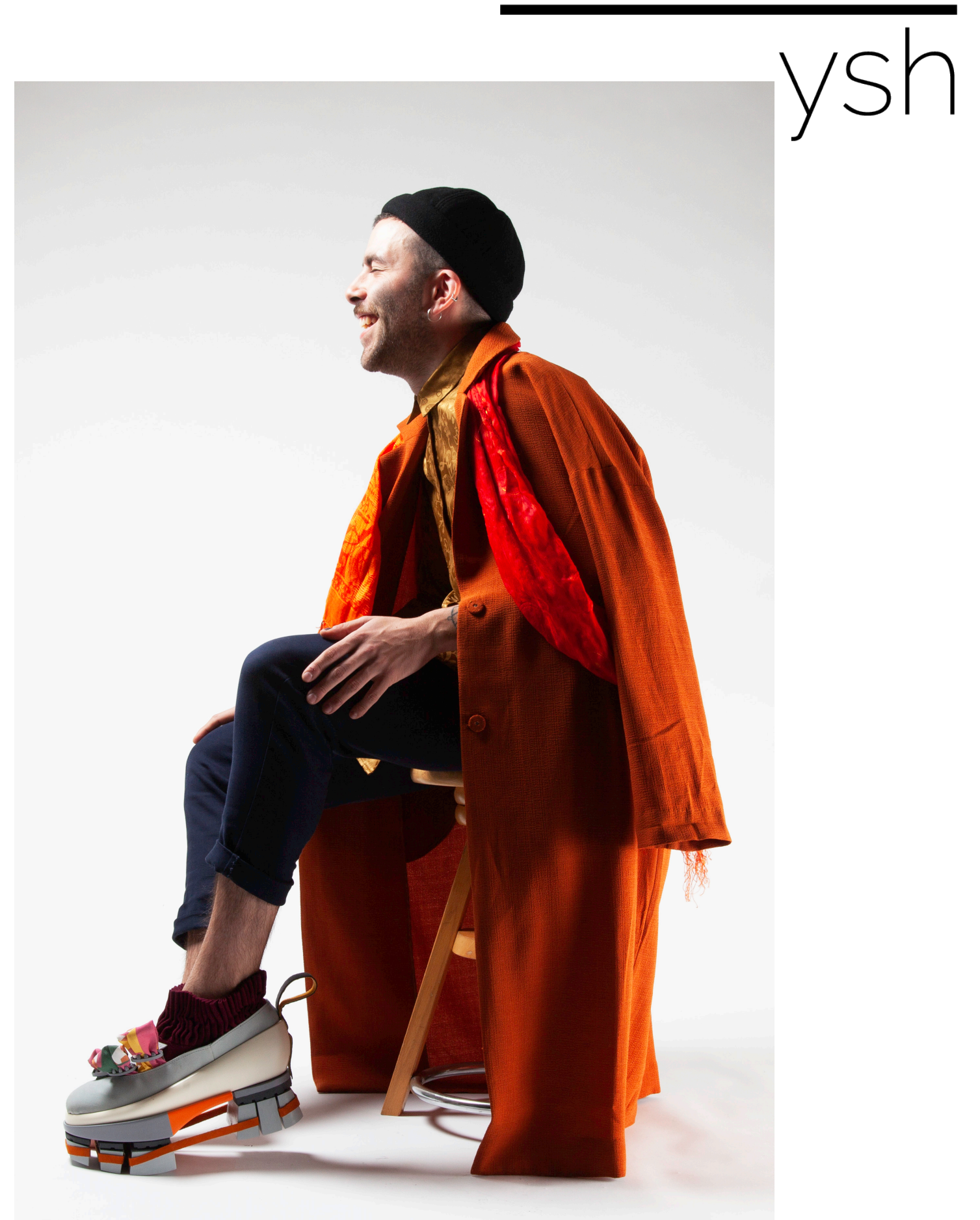
7
outcome

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shape the market
new generation
create more value

thank you

