Moskem Trade In Suits & Sewcialabs · Not Assigned/ Unknown

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Country: El Salvador · San Salvador **Category:** Not Assigned/ Unknown **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 12 **Website:** https://www.moskem.com/ **Founder:** Yenny Hernandez

Elevator Pitch

Moskem is El Salvador’s first circular fashion platform that rents out your clothes stored at home. It generates income for clothing owners and provides tailoring scholarships using 20% of each rental fee. It’s an Airbnb-style model that combines technology, education, and environmental impact.

Climate Problem

We’re tackling textile waste and the carbon footprint of “fast fashion.” By circulating high-quality clothing, we extend its lifespan and reduce the demand for new production, thereby curbing water pollution and emissions from the fashion industry.

Solution

We promote the circular economy through online rental and home delivery services. We extend the life of suits and use the proceeds to provide scholarships to tailors who repair the garments, closing the loop through education, technology, and zero textile waste.

Revenue Model

We operate a circular fashion ecosystem comprising six components: costume rentals and sewing spaces, technical training workshops, group events, children’s programs, and experiential sessions. We diversify our revenue through recurring services and education.

Target Market

We serve men who need suits for special occasions, business owners looking for passive income, aspiring young tailors without financial resources, and independent designers in need of a workspace. A market of over 120,000 potential users annually.

Social Impact

Women

Demand Evidence

We validated the demand by speaking with potential users and current customers who are looking for ways to deal with clothes they no longer wear or that no longer fit. The need to monetize unused clothing and access high-quality fashion at a low cost confirms the viability of the model.

Competitors

No company is doing this

Founder Expertise

For over 11 years, our shop has been crafting custom suits, modernizing and preserving the art of tailoring. We have also launched El Salvador’s first tailoring academy to train new tailors and keep the craft alive.

External Support

None

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Founder

Yenny Hernandez

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