

# YOGAWALLA

A YOGA BRAND BY JESAL PARIKH

Yogawalla is a unique space where yoga teachers and students are invited to respect the ancient wisdom of yoga AND incorporate modern movement science while centering South Asian and other undervalued perspectives.



## ABOUT JESAL

**Jesal Parikh** (she/her/hers) is a yoga teacher, movement educator, podcaster, author, and disrupter working on creative solutions for equity in yoga. She's one of the co-hosts of the Yoga is Dead podcast and is the founder of Yoga Teachers of Color.

## MISSION

Jesal's mission is to uplift those of us who are feeling isolated and marginalized by the yoga industry.

## CORE VALUES

- Appreciating human biodiversity
- Prioritizing embodiment and agency through yoga
- Social justice & anti-racism
- Critical thinking
- Blending ancient wisdom with modern science

## WHAT I BRING TO PARTNERSHIPS

- Genuine excitement for partnership
- South Asian perspective
- Bigger body
- Highly engaged following
- Brand authenticity

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## SOCIAL STATS



14.3K

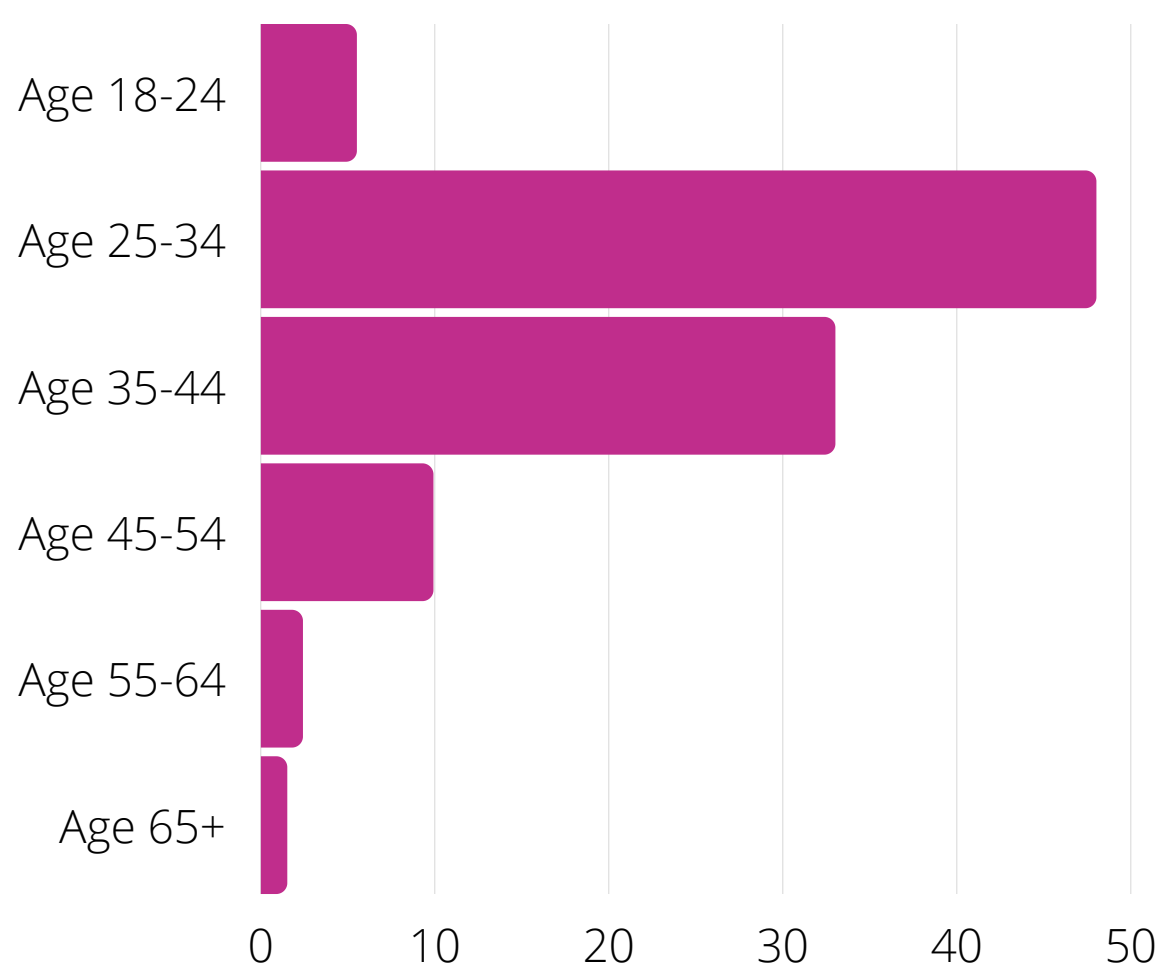


450+

## DEMOGRAPHICS

94% identify as female

73% are located in the US; 9.5% in Canada; 5.8 in the UK



## REVIEWS

"Jesal has a gift of making everyone feel at ease with her positive energy and a dose of humor! I feel inspired after every class! I'm so grateful to have had the opportunity to learn from such a dedicated, kind and wise teacher."

"IM A NEW FOLLOWER AND IM OBSESSED WITH YOU! Thank you for your the conscious work you've been doing."

## WHAT I SEEK IN A PARTNER

- An alignment of values
- Diverse representation
- Relationship building
- An abundance mindset
- Dismantling a sense of urgency

## FIND JESAL IN



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