

Sabrina Merchant: Pioneering Kids' Yoga for Global Impact

Published on 11 Nov 2025 | By IFI Correspondent



Sabrina Merchant has carved a unique niche as a children's yoga specialist and entrepreneur. As the founder of Li'l'yogis, she leads a growing enterprise focused on mindful movement, emotional awareness and physical wellness designed specifically for kids. Her profile with Sugerminth highlights her path from interest in holistic wellbeing to launching an organisation.

"Children learn best when something is playful, interactive and gives them confidence," she remarks, emphasising that yoga for kids is less about rigid poses and more about self-expression.

From Concept to Curriculum

Merchant's journey began with her own exploration of yoga and mindful practices. Meanwhile adults had many wellness options, programs for children were limited. She took steps to become internationally certified and then developed age-appropriate modules covering breathing exercises, postures, games, storytelling and mindfulness techniques.

Through Li'l'yogis, she now offers:

- In-school programs and after-school workshops for children aged 4–14.
- Teacher-training certifications so educators can deliver kids-yoga in their own schools or studios.
- Digital content and hybrid sessions, enabling remote participation especially during pandemic-era disruptions.

Her focus: make wellness visible, fun and accessible for younger generations—not just as extracurricular, but as a valuable life skill.

Business Mindset and Growth Strategy

While the mission is wellness-centric, Merchant's approach to business is clearly entrepreneurial. She emphasises building her brand, developing scalable formats and ensuring her methodology is replicable. As she states:

"We're not just teaching yoga, we're building mindful citizens."

Key elements of her strategy include:

- Standardised curriculum and certification that maintain quality as the network expands.

- Partnerships with schools, wellness studios and community-centres to embed Li'lyogis programs.
- Developing age-segmented offerings (early-childhood, pre-teens, adolescents) to match developmental needs.
- Digital expansion: leveraging online platforms to reach children in smaller towns, giving scalability beyond major metros.

For aspiring wellness entrepreneurs or creatives like yourself, her model shows how a passion for craft can be a business ecosystem.

Why Her Story Matters for You

- **Service + scale:** While you may be exploring freelance make-up artistry or related creative craft, the lesson is to think not only of *what* you deliver.
- **Niche-focus:** Kids' yoga is an example of a clear niche; you might think of a niche in makeup (e.g., college events, bridal for small towns, sustainable cruelty-free looks) that separates you.
- **Hybrid delivery:** In a post-pandemic world, digital + in-person offerings matter. Merchant uses both physical workshops and online content—something that applies to makeup tutorials, consultations or training.

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