



DJERF AVENUE

By: Anna Haralson



 djerfavenue  · [Follow](#) ...

 djerfavenue  Playing dress up in our favorite Go Slow Summer Berries  

Table Of Contents

- Mission Statement
- Target Audience
- Demographics
- Psychographics
- Distribution Strategies
- Promotional Campaign
- Internal Company Analysis
- Product Development
 - Pricing
 - Evaluation
 - Summary

MISSION STATEMENT

DJERF AVENUE

"Our vision is to disrupt the fashion and beauty industry through a safe, inclusive, and transparent place for our customers to shop and to be put first."

-Matilda Djerf, Creative Director and
Co-founder of Djerf Avenue





TARGET AUDIENCE

Gen Z and Young Adult Women: 18-24 years old
Psychographic:

- Values sustainability, ethical consumption, minimalism, longevity in wardrobe.
- Interested in authentic branding, social media-native culture, community and inclusivity.

Behavioral segments:

- Follows influencer brands, uses Instagram/TikTok for fashion inspiration.
- Seeks clothing that prioritize quality rather than fast trend items.

Geographic:

- Global reach, strong markets in US, Australia, EU

Inclusivity dimension:

- Brand offers size range from XXS to XXXL (or similar) emphasizing diversity of body-types.

DEMOGRAPHICS



Age
18-24



Gender
Primarily women



Location
U.S.A, Europe,
& Australia



Social Class
Upper middle class



PSYCHOGRAPHICS



Lifestyles

- Clean, minimalist, aesthetically curated lifestyle
- Prefers slow mornings, wellness routines, and cozy home environment



Attitudes

- Preference for neutral colors, classic silhouettes, and repeatable outfits
- They care deeply about how and where their clothing is made, prioritizing quality, transparency, and responsible production.



Interests

- Wellness and self-care
- Scandinavian style and "clean girl" aesthetic
- Beauty routines, natural makeup, hair care
- Social media inspiration

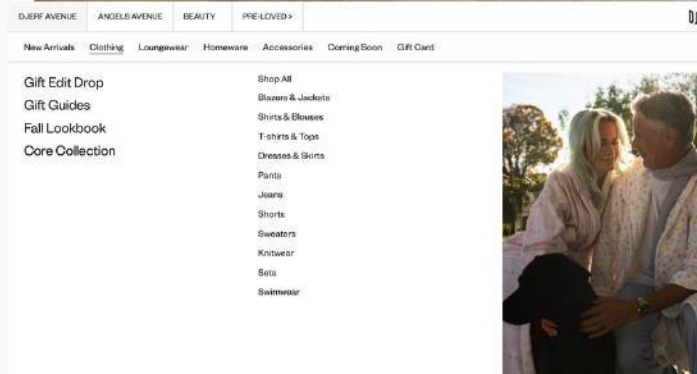


Values

- Ethical and sustainable fashion
- Quality Over Quantity
- Authenticity & Transparency
- Timelessness & Simplicity
- Community-oriented brands that feel inclusive and relatable

DISTRIBUTION STRATEGIES

- The brand operates primarily via direct-to-consumer, selling through its own website globally
- Physical pop-up retail stores (New York, London, and Stockholm)
- International distribution to 115 countries

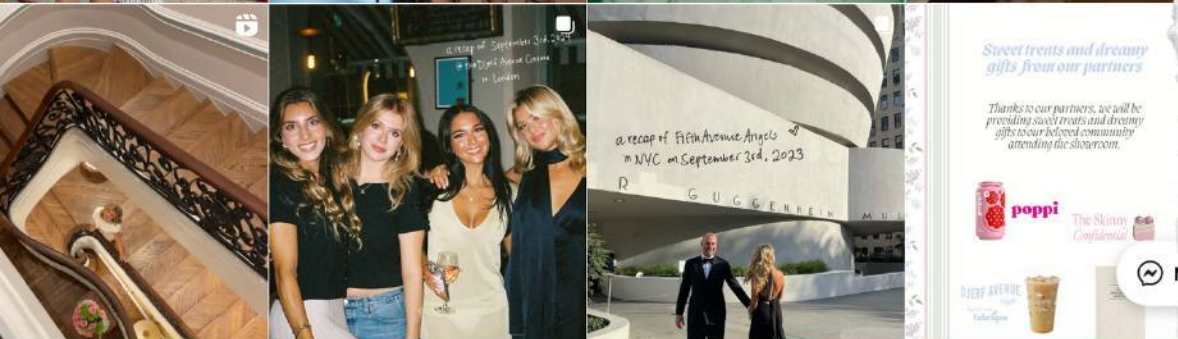


PROMOTIONAL CAMPAIGN

CORE COLLECTION 2023

- Expansion of size range
- Key items designed in timeless silhouettes
- Inspire confidence
- \$45.00 - \$220.00 dlls
- Comfort and versatility
- Neutral color palette
- Diversity and inclusion with models





INTERNAL COMPANY ANALYSIS

Customer Inclusion

- Inclusive sizing (XXS-XXXL) and unretouched campaigns promote real-world representation.
- Features diverse body types and skin tones..
- Transparency page reinforces honesty and customer trust.

Cultural Awareness

- Relying on clean silhouettes, muted color palettes
- Non regional fashion codes avoiding cultural appropriation
- Eco conscious messaging

Matilda Djerf scandal and what the fallout means for brand partnerships

By Nyima Jobe | Published: 16-Dec-2024

Analysis

Marketing

The influencer and brand owner is facing allegations of bullying, creating toxic workplace environments and fat-phobia

The Matilda Djerf Toilet-Scrubbing Scandal, Explained

Former employees in her native Sweden are claiming the lifestyle influencer is a pretty mean boss.

There's Trouble on Djerf Avenue ... Again

Could The Djerf Avenue Drama Finally Put An End To The Influencer Myth?

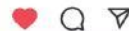
EBONY-RENEE BAKER

LAST UPDATED DECEMBER 20, 2024, 3:01 PM



PRODUCT DEVELOPMENT

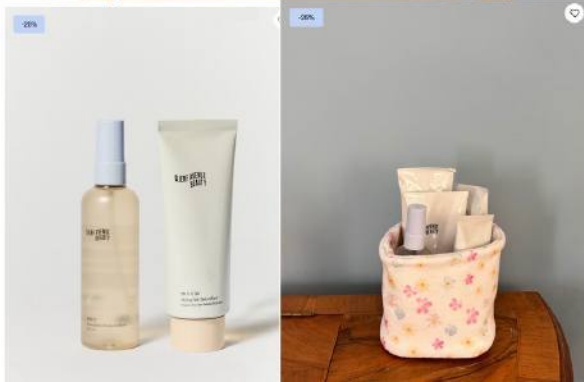
- Design Philosophy: Scandinavian minimalism & Intentionally non-trend driven
- Materials & Fabric Choices: High quality, long-lasting textiles & preference for sourcing
- Development Process: Small batch production & Slow fashion timeline





PRODUCT DEVELOPMENT

- Brand Positioning: focuses on timeless, high quality pieces emphasizing sustainability and ethical sources
- Produced exclusively in Europe: Portugal, Italy and Sweden
- Materials: Prioritizes natural, organic, regenerated or recycled fibers.
- Packaging: Mailer bags made from 100 % recycled plastic or FSC-certified paper; labels from organic cotton, etc.
- Circularity: Faulty or returned items are not destroyed, but rather remade or resold.



Everyday Pants Brown

170.00 USD XXS-3XL



Aimé Vest Cream

100.00 USD XXS-3XL



Amorini Cardigan Wool Mole

150.00 USD XXS-3XL



Amorini Wool Scarf Mole

80.00 USD



Forever Blazer Black

220.00 USD XXS-3XL



Long Wool Coat Brown Herringbone
400.00 USD XXS-3XL



Long Knitted Cardigan Light Oat
190.00 USD XXS-3XL



PRICING

Why it makes sense?

Paying for:

- Lifestyle (Matilda Djerf Lifestyle)
- Quality Products made in Europe
- Premium and minimal brand identity
- Elevated customer experience (packaging and service)
- Aligns with the target audience
- Slow fashion production

CONCLUSION

- **Mission:** Djerf Avenue aims to disrupt fashion through a safe, inclusive, and transparent shopping experience.
- **Target Audience:** Gen Z / young adult women (18–24) who value sustainability, authenticity, and long-lasting wardrobe staples.
- **Brand Strengths:** Inclusive sizing (XXS–XXXL), European manufacturing.
- **Design Philosophy:** Scandinavian minimalism, timeless silhouettes, high-quality textiles, natural & recycled materials.
- **Growth Strategy:** Expanding size range, core timeless pieces, global online distribution, selective physical pop-ups.
- **Outcome:** Creates loyalty through ethical practices, representation, and transparency rather than fast fashion trends.





RESOURCES

Acheson, L. (2024). Matilda Djerf's fashion brand faces backlash over bullying claims. Retrieved from <https://www.bbc.com/news/articles/cy4pkypde42o>

Burney, C. (2024, November 28). Matilda Djerf's Djerf Avenue is heading to London with first UK pop-up. TheIndustry.fashion. <https://www.theindustry.fashion/matilda-djerfs-djerf-avenue-is-heading-to-londodjerf-avenue-founded-by-swedish-content-creator-matilda-djerf-is-celebrating-its-fifth-birthday-by-hosting-a-pop-up-in-london-this-marks-the-minimalis/TheIndustry.fashion>

Djerf, M. (n.d.). Recycled polyester care. Retrieved from <https://djerfavenue.com/en-us/fabric-care/recycled-polyester>

Orsini, L. (2025). Inside the Djerf Avenue scandal: How leadership failure broke a billion-view brand. Retrieved from <https://medium.com/@laura.orsini2003/inside-the-djerf-avenue-scandal-how-leadership-failure-broke-a-billion-view-brand-eef1f48a7a37>

Djerf Avenue. (n.d.-a). About us. <https://djerfavenue.com/en-us/about-us/> Djerf Avenue

Djerf Avenue. (n.d.-b). Transparency. <https://djerfavenue.com/en-us/transparency/> Djerf Avenue

Mendez, R. (2024, May 2). Revolutionizing fashion: Djerf Avenue's social media and marketing strategies. LinkedIn. <https://www.linkedin.com/pulse/revolutionizing-fashion-djerf-avenues-social-media-marketing-mendez-ob6zc/> LinkedIn

Warters, Y. (2023, October 7). Matilda Djerf's Djerf Avenue: Where sustainability meets timeless style and authenticity. New Wave Magazine.