



ERDEM

A Brand Analysis

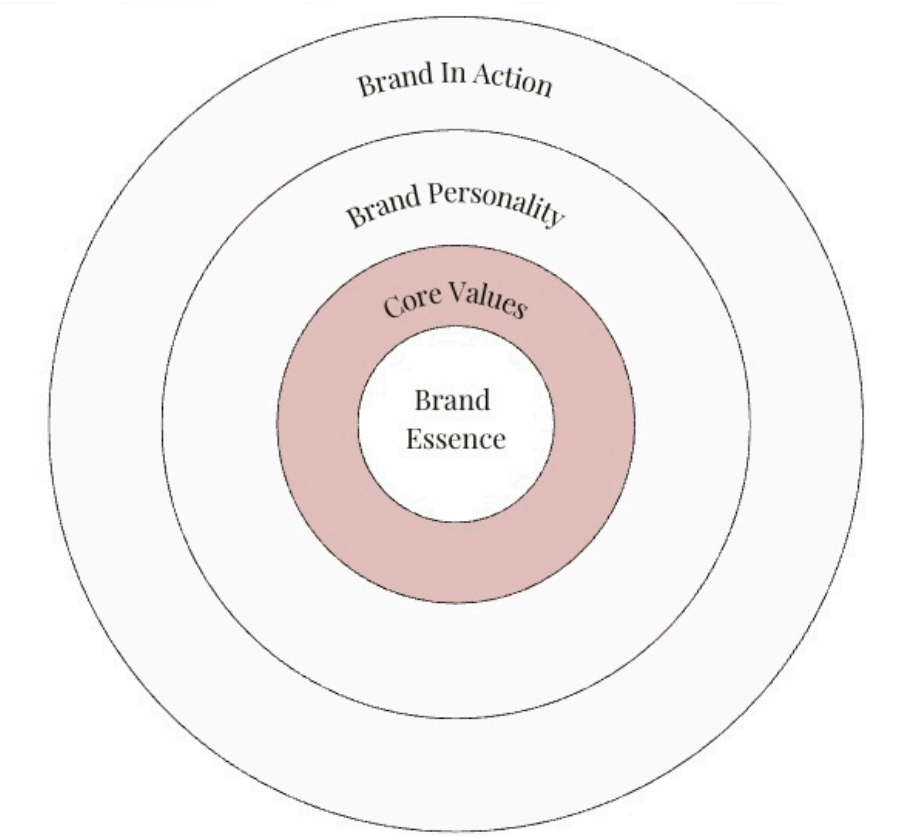
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I. Brand Attributes & Market Positioning

Brand Onion



Brand Essence	Royal Elegance
Core Values	• Class • Modesty • Tradition
Brand Personality	• Artistic • Classy • Drapey • Elegant • Elitist • Reserved

Brand In Action	Flagship Stores ● They feature art pieces ● Location is discrete ● Store is clean ● Store is designed like a British townhouse ● Symbolizes British heritage Website Photography ● There are photographs on the website featuring models wearing the garments in neutral, darker shades, not smiling, serious tone. ● This aesthetic conveys an elegant, classy, and artistic mood. The Bloom Bag ● Features a tulip. ● The flower represents femininity, beauty, innocence, and quiet grace. Sustainability ● Sustainability information on their website ● But verification of this information is difficult.
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Brand Distinction and Success

Erdem is a British luxury fashion house founded in London in 2005, with its flagship boutique located in Mayfair. The brand is renowned for its romantic, feminine aesthetic, characterized by floral prints, intricate craftsmanship and timeless elegance. ERDEM has established a reputation for quiet luxury, appealing to affluent consumers who value exclusivity, quality and understated sophistication. Its clientele includes members of the British royal family, such as Catherine, Princess of Wales, alongside international celebrities, reinforcing the brand's prestigious positioning. Therefore, this strategy aims to modernise how consumers experience ERDEM through immersive and digital engagement, while preserving the heritage, craftsmanship and luxury values that define the brand.

Brand Improvement Points

Through research and a SWOT analysis, three key challenges facing ERDEM were identified. Firstly, the brand has an ageing customer base, with a loyal but mature and affluent audience, while its pipeline of younger luxury consumers remains underdeveloped. Secondly, Erdem has a channel gap, as it has little presence on TikTok despite younger consumers increasingly discovering and researching luxury brands through social media. Finally, there is an experience gap; although Erdem communicates rich storytelling through its collections, it offers few immersive or shareable experiences that encourage consumer participation. These challenges are supported by market research showing that Generation Z and Millennials are expected to account for 70% of global luxury spending by 2026 (Laughlin, 2024), around 67% of first-time luxury buyers discover brands through social media (Boston Consulting Group, 2023), and 38% discover luxury brands through user-generated content (Halliday, 2025). Together, these findings highlight the need for Erdem to strengthen its digital presence and create more engaging brand experiences to attract the next generation of luxury consumers.

II. Concept Development

To address these challenges, a campaign concept *Erdem in Full Bloom* has been developed. The idea uses the blossoming flower as a metaphor for Erdem's growth, symbolising the brand expanding towards a younger demographic while remaining rooted in its heritage, craftsmanship and signature floral aesthetic. The campaign transforms Erdem's storytelling into an immersive cultural experience through a London exhibition, complemented by an artist-designed limited-edition collection. Campaign imagery will be created within the installation, providing authentic visual content, while TikTok storytelling before, during and after the launch will extend audience engagement beyond the physical event. Together, these four touchpoints create an integrated campaign that increases brand awareness, encourages participation and strengthens Erdem's connection with both existing and future luxury consumers.



III. Marketing Strategy

To bring the concept to life, Erdem will participate in a collaboration with The Wallace Collection. Located in London, the museum is renowned for its historic paintings, sculpture and decorative arts, making it a strong cultural fit with Erdem's romantic and artistic aesthetic. The Wallace Collection also has a proven history of successful luxury collaborations with brands such as Manolo Blahnik, Bill Skinner Studio and Rampley & Co., demonstrating its ability to merge fashion, art and heritage. This makes it an ideal partner for an immersive exhibition that reflects Erdem's craftsmanship and storytelling. The museum setting reinforces the brand's premium positioning while offering visitors a unique cultural experience that encourages exploration, content creation and social sharing. As a result, the collaboration strengthens Erdem's brand identity while introducing the brand to a broader and younger audience in an authentic and culturally relevant way.

The immersive exhibition is designed around collaborations with three contemporary artists whose work reflects Erdem's signature floral aesthetic in different ways. Nisha Boehm's expressive floral paintings introduce themes of femininity and nature, Rebecca Louise Law's suspended flower installations create an immersive environment that encourages visitors to explore and interact with the space, while Makoto Azuma's innovative botanical sculptures add a contemporary and experimental perspective. Together, these artists create three distinct floral worlds within The Wallace Collection, blending Erdem's heritage with modern creativity. Visitors move through each installation before arriving at a final space featuring Erdem styling, campaign photography, social sharing opportunities and a limited-edition pop-up. This journey transforms consumers from passive observers into active participants, creating memorable experiences that encourage user-generated content and strengthen emotional connections with the brand.

To extend the exhibition beyond the physical experience, a limited-edition collaboration with artist Nisha Boehm is included, featuring three exclusive organic cotton T-shirts inspired by her floral artwork. The collection translates the immersive exhibition into a wearable product, allowing visitors to take a piece of the experience home while reinforcing Erdem's artistic identity. Producing only 100 units of each design maintains exclusivity, reduces

overproduction and aligns with the principles of luxury marketing. Priced at £220, the collection is benchmarked against Erdem's previous charity T-shirt collaboration, ensuring it remains consistent with the brand's premium positioning. If all 300 T-shirts sell, the collaboration has the potential to generate approximately £132,000 in revenue, while also increasing brand visibility through customers wearing and sharing the designs beyond the exhibition.

This timeline outlines the phased implementation of the *Erdem in Full Bloom* campaign over a twelve-month period. The process begins with concept development, collaboration planning and exhibition design to establish a clear creative direction. The production phase focuses on sourcing sustainable materials and manufacturing the limited-edition T-shirts, alongside developing the final artwork. This is followed by the build and preparation stage, where the exhibition installation is completed and final launch preparations take place. In the months leading up to the opening, a pre-launch campaign featuring behind-the-scenes content, artist spotlights and countdown messaging builds anticipation across social media. The campaign culminates in a ten-day immersive exhibition at The Wallace Collection, supported by in-store experiences, online content and social media storytelling. This phased approach ensures sufficient time for creative development, coordinated marketing and

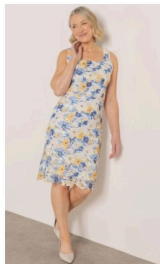
IV. Audience Personas

Customers to retain : Persona 1 and persona 2 | Customers to attract : Persona 3 and persona 4

ERDEM CUSTOMER PERSONA 1 : CATHERINE WILLIAMS

PROFILE

Gender : Female
Age : 56
Occupation : Married to a successful investment banker
Income : Her husband earns £250,000 per year
Address : Chelsea, London, Uk



Woman wearing formal floral dress, Roman (unknown date) [photograph]. Available at: <https://www.istock.com/stock-photo/roman-floral-dress-12048814>

WHY SHE SHOPS AT ERDEM

She appreciates ERDEM for its elegant and feminine designs, as well as its high level of craftsmanship. She prefers investing in beautifully made pieces that can be worn for important occasions rather than following short-term trends. She likes that ERDEM's designs feel distinctive without being covered in obvious logos. She also values the exclusivity of the brand and enjoys the personal shopping experience at its London stores.



INTERESTS

Adele's music, Edward Hopper's paintings, classical music, British art and history, theatre, interior design, garden parties, fine dining, charity events and visiting galleries and museums.

VALUES

She values elegance, quality and timeless style. She prefers investing in beautifully made clothing that can be worn for many years rather than following short-lived trends. She appreciates ERDEM's feminine designs and the craftsmanship behind each piece. She enjoys wearing the brand to weddings, charity events, theatre evenings and elegant dinners, where she values looking polished while still wearing something distinctive and personal.

LIFESTYLE

She has a social lifestyle, she enjoys cultural events, charity dinners and theatre performances. She regularly visits galleries and museums and likes travelling internationally with her husband. She enjoys fine dining, hosting friends and attending weddings and other special occasions. She prefers classic, feminine clothing that is beautifully made and can be worn for years. She values quality and enjoys the personal shopping experience at luxury boutiques in London.

PROFILE

Minimalist Maximalist
Traditional Adventurous
Everyday clothing Special occasion clothing
Patterns Colours

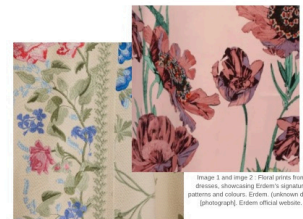


Image 1 and image 2 : Floral prints from dresses, showcasing Erdem's signature patterns and colours. Erdem (unknown date) [photograph]. Erdem official website.

SHOPPING HABITS

Mostly shops in-store at luxury boutiques in London, often alone or with a close friend. She enjoys taking her time to browse and appreciates attentive, personalised service. She shops occasionally throughout the year, usually when looking for something special for weddings, charity events or formal occasions.

ERDEM CUSTOMER PERSONA 2 : LEILA ALI

PROFILE

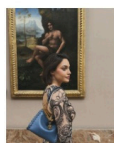
Gender : Female
Age : 39
Occupation : Founder of interior design company
Income : £150,000+ per year
Address : Dubai, UAE (visits London 7 times a year)



Woman wearing formal floral dress, Shalva (April 2020) [photograph]. Available at: https://www.shalvaonline.com/shalvaonline/models/customer-staff-for-season-21-er-dem-ABR04up4918424ArmeQ4AFAs-EwerAgost170167N_10401_0010

WHY SHE SHOPS AT ERDEM

She shops at ERDEM because she loves the combination of fashion, art and design. She is drawn to the beautiful prints, feminine silhouettes and attention to detail in the garments. She appreciates that the pieces feel unique and exclusive while still being elegant and timeless. She also enjoys investing in high-quality clothes for special occasions and values the personal experience of shopping at ERDEM when she visits London.



INTERESTS

Rihanna's music, interior design, contemporary art, architecture, fashion, fine dining, travel, cultural events and discovering new designers.

VALUES

She values quality, creativity and exclusivity. She prefers investing in beautifully made pieces that feel unique and personal rather than buying clothes just because they are fashionable at the moment. She appreciates ERDEM's connection to art, design and history and likes the strong identity of the brand. She enjoys wearing ERDEM to cultural events, special occasions and elegant dinners, where she can appreciate the feminine and distinctive designs.

LIFESTYLE

She has a luxurious and international lifestyle and regularly travels between Dubai and other major cities. She enjoys visiting art galleries, exploring beautiful interiors and trying new restaurants with friends. She often attends cultural, fashion and private events. She likes investing in high-quality pieces that feel unique and elegant, especially for travelling or special occasions. She values design and craftsmanship and prefers clothes that can stay in her wardrobe for years.

PROFILE

Minimalist Maximalist
Traditional Adventurous
Everyday clothing Special occasion clothing
Patterns Colours



Image 1 and image 2 : Floral prints from dresses, showcasing Erdem's signature patterns and colours. Erdem (unknown date) [photograph]. Erdem official website.

SHOPPING HABITS

Shops both in-store and online but prefers visiting ERDEM's London store when she is in the city. She often shops alone or with friends and enjoys discovering pieces she was not specifically looking for. She shops regularly, especially for special occasions and while travelling.

ERDEM CUSTOMER PERSONA 3 : SOPHIA ROSSI

PROFILE

Gender : Female
Age : 31
Occupation : Gallery Director
Income : £90,000 per year
Address : Milan, Italy (visits London 4 times a year)



Woman wearing formal floral dress, House of CB. (unknown date) [photography]. Available at: <https://www.pinterest.com/erdemofficial/boards/erdem-rose-gown-collections-2019/>

WHY SHE SHOPS AT ERDEM

She's drawn to ERDEM because of its strong connection to art, history and storytelling. She appreciates the detail and craftsmanship in the collections and likes that each piece feels carefully designed. She is looking for elegant clothes that feel personal and distinctive rather than following short-term trends. She also likes that ERDEM offers something different from the luxury brands she already knows.

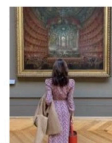
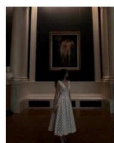


Image 1: woman wearing an elegant dress in a gallery. @erdemofficial (June 2019) [photography]. Instagram. Available at: <https://www.instagram.com/erdemofficial/>
Image 2: woman wearing an elegant dress in a gallery. @erdemofficial (June 2019) [photography]. Instagram. Available at: <https://www.instagram.com/erdemofficial/>
Image 3: woman wearing an elegant dress in a gallery. @erdemofficial (June 2019) [photography]. Instagram. Available at: <https://www.instagram.com/erdemofficial/>

INTERESTS

Lana Del Rey's music, Claude Monet's paintings, contemporary art, fashion exhibitions, Italian design, opera, architecture, travel and European cultural events.

LIFESTYLE

She has a cultured and creative lifestyle and enjoys visiting galleries, museums and fashion exhibitions in Milan and other European cities. She often travels for work and likes discovering new restaurants, attending opera performances and cultural events. She enjoys spending time with friends in creative spaces and is interested in the history behind art and fashion. She prefers elegant, well-made clothes that feel distinctive and can be worn for important events.

VALUES

She values creativity, craftsmanship and cultural storytelling. She prefers timeless and elegant fashion that has meaning behind it rather than pieces that follow short-lived trends. She appreciates the connection between fashion and art and likes clothes that feel carefully designed and distinctive. She enjoys wearing ERDEM to gallery openings, cultural events and elegant dinners, where she can appreciate the artistic details of the pieces.

PROFILE

Minimalist Maximalist

Traditional Adventurous

Everyday clothing Special occasion clothing

Patterns Colours



Image 1 and image 2: Floral prints from dresses, showcasing Erdem's signature patterns and colours. Erdem. (unknown date) [photography]. Erdem official website.

SHOPPING HABITS

Mostly shops in-store when visiting fashion cities such as London, Paris and Milan. She enjoys taking her time to discover new collections and often shops alone or with close friends. She usually looks for something special for cultural events, exhibition openings or elegant dinners.

ERDEM CUSTOMER PERSONA 4 : AMARA OKAFOR

PROFILE

Gender : Female
Age : 23
Occupation : Fashion Buyer at Bloomingdale's
Income : £65,000 per year
Address : Williamsburg, Brooklyn, NY, USA (visits London 2 times a year)



Woman wearing formal floral dress. Photo: @erdemofficial (June 2019) [photography]. Available at: <https://www.pinterest.com/erdemofficial/boards/erdem-rose-gown-collections-2019/>

WHY SHE SHOPS AT ERDEM

She's drawn to ERDEM's feminine designs, romantic prints and detailed craftsmanship. She likes discovering designers that feel different from the more recognisable luxury brands. She also appreciates the creative side of the brand and the stories behind the collections. As someone who is interested in fashion, she enjoys investing in unique pieces that feel special and would like to build a closer connection with ERDEM over time.



Image 1: woman wearing an elegant dress in a gallery. @erdemofficial (June 2019) [photography]. Instagram. Available at: <https://www.instagram.com/erdemofficial/>
Image 2: woman wearing an elegant dress in a gallery. @erdemofficial (June 2019) [photography]. Instagram. Available at: <https://www.instagram.com/erdemofficial/>
Image 3: woman wearing an elegant dress in a gallery. @erdemofficial (June 2019) [photography]. Instagram. Available at: <https://www.instagram.com/erdemofficial/>

INTERESTS

Taylor Swift's music, contemporary fashion, street style, photography, live music, fashion events, travel and New York's creative scene.

LIFESTYLE

She has a busy and social lifestyle and enjoys exploring New York's fashion, art and music scene. She likes going to fashion events, live concerts and photography exhibitions with friends. She also travels to other major cities and enjoys discovering new restaurants and creative spaces. Through her work, she discovers new designers and prefers buying a few special pieces rather than following every trend. As her career develops, she is becoming more interested in investing in high-quality luxury fashion.

VALUES

She values creativity, individuality and self-expression. She prefers fashion that feels unique and different rather than following every trend. She likes discovering new designers and appreciates the creativity and craftsmanship behind well-made pieces. She wants her clothes to reflect her personality and enjoys wearing fashion that feels modern but still special. She is also interested in brands that have a strong identity and a clear story behind their designs.

PROFILE

Minimalist Maximalist

Traditional Adventurous

Everyday clothing Special occasion clothing

Patterns Colours



Image 1 and image 2: Floral prints from dresses, showcasing Erdem's signature patterns and colours. Erdem. (unknown date) [photography]. Erdem official website.

SHOPPING HABITS

Mostly shops online and in-store, often when visiting luxury shopping areas in New York or London. She enjoys discovering new designers through her work and social media and often shops with friends. She usually buys pieces for special occasions and appreciates personalised service when visiting stores.

Our understanding of the audience has changed since the first week because we've realised ERDEM's current customer is a more international and culturally engaged luxury consumer, with a strong appreciation for craftsmanship, exclusivity and timeless design rather than just a traditional British luxury shopper. The campaign targets emerging luxury consumers aged 20 to 29 rather than the wider Generation Z market. These consumers are culturally engaged, design-conscious and value creativity, authenticity and craftsmanship over overt branding. The first persona, *The Emerging Insider*, represents young fashion buyers who actively seek unique experiences, attend creative events and are drawn to distinctive brands with strong artistic identities. The second persona, *The Global Collector*, reflects affluent international consumers who appreciate art, architecture and timeless design, and frequently travel for cultural experiences. Although their lifestyles differ, both audiences share an appreciation for creativity, exclusivity and meaningful brand experiences. By combining fashion, art and immersive storytelling, the *Erdem in Full Bloom* campaign appeals to these shared values while strengthening Erdem's relevance among the next generation of luxury consumers.

V. Brand Communication, Marketing & Loyalty

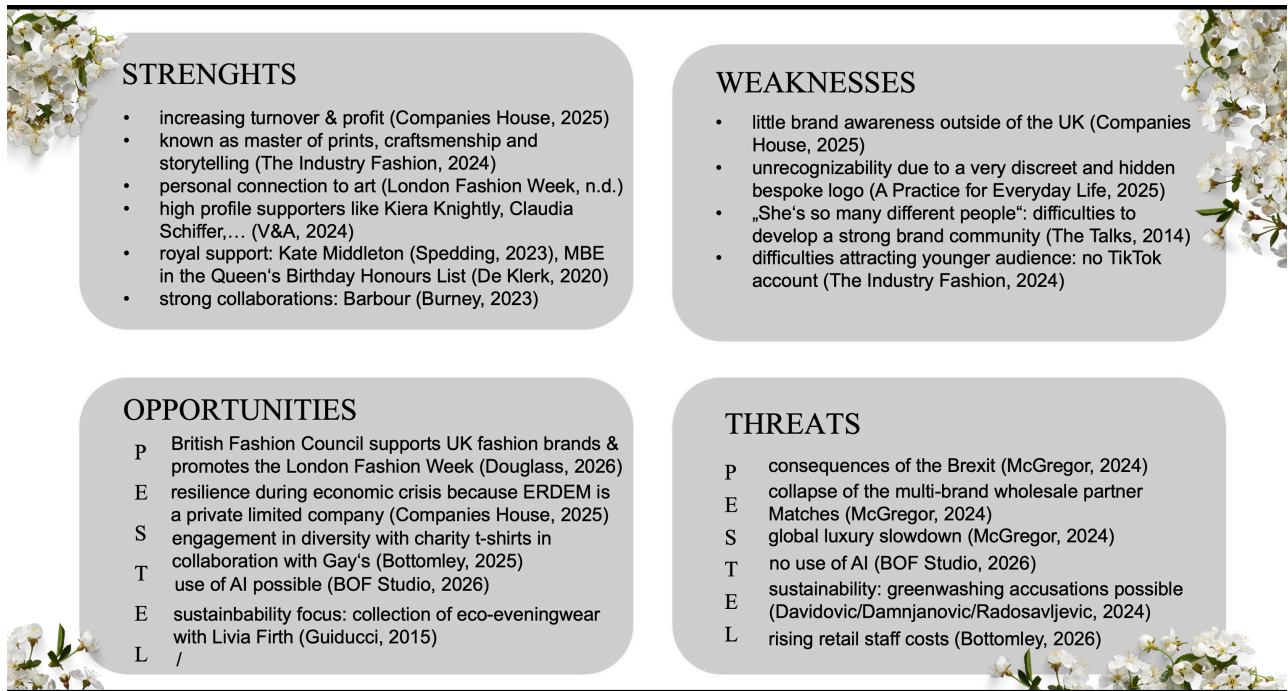


How ERDEM Keeps Loyalty

Erdem builds customer loyalty by prioritising personalised experiences over traditional marketing. At its Mayfair flagship store, the brand offers in-house alterations, one-to-one styling and consultations, while exclusive trunk shows—both digital and in person—provide early access to collections and pre-order opportunities. Rather than relying on conventional advertising, Erdem emphasises artistic collaborations and controls its own brand narrative through its self-published magazine and direct customer communication via its website chat feature. This approach reinforces the brand's exclusivity while creating meaningful connections with customers (Quillin & Quillin, 2024).

The proposed campaign extends this relationship-driven approach into the digital space. Audience anticipation is built before the exhibition through behind-the-scenes content, artist introductions and a countdown to launch, creating excitement while maintaining Erdem's storytelling-led identity. Collaborations with both established and emerging creators expand the campaign's reach to younger luxury consumers, while encouraging user-generated content on TikTok and Instagram transforms the exhibition into a shared social experience. This reflects current consumer behaviour, with 98% of Generation Z using social media, 77% using TikTok for shopping inspiration, and romantic and fairytale aesthetics generating over 6.6 billion views on the platform. By combining brand-created, creator-led and user-generated content, the campaign modernises Erdem's customer engagement strategy while remaining true to the brand's focus on exclusivity, creativity and authentic storytelling.

VI. The Market



Looking at ERDEM's SWOT and PESTEL analysis, it is really interesting to see how their internal qualities interact with external market factors.

There is a clear connection between strenghts and opportunities. ERDEM is known as a true master of craftsmanship, storytelling and unique prints, supported by high-profile celebrities and even royal personas like Kate Middleton. This amazing artistic reputation directly opens up major opportunities, like receiving support from the British Fashion Council or engaging in diversity and sustainability through strong collaborations. Because ERDEM already stands for high craftsmanship, this social engagement feels authentic rather than forced.

However, also the weaknesses and threats of ERDEM line up. One of ERDEM's weaknesses is low brand awareness outside the UK, along with difficulties attracting younger audiences due to a lack of presence on platforms like TikTok. Paired with external threats like the global luxury slowdown, Brexit consequences and the collapse of wholesale partners like Matches it creates real pressure. If international consumers don't know the brand well and wholesale channels go bankrupt, relying mostly on traditional UK retail is risky, especially with rising staff costs.

Finally, ERDEM can use its strenghts to overcome threats. For example, their financial resilience as a private limited company and increasing profits give them the stability needed to navigate the current luxury market slowdown. Moreover, while not unsing AI is listed as a technological threat, adopting AI is a major opportunity that could help ERDEM to streamline operations without sacrificing their signature handcrafted identity.

VII. The Research

Primary Research

Interviews and Discussions

Interview with Maria Bresci, Fashion Stylist at ERDEM.

Q: Describe ERDEM in 3 words.

A: “Timeless, Different, Fun”

Q: Who is the typical target customer?

A: “[G]eographically the highest consumers are Middle Eastern, followed by the United States, then Asian areas, with the age group being around 35 and up”

Q: What makes ERDEM different?

A: “[Being] unique”

Q: What pieces are most popular now?

A: “Dress are 80% of production”

Q: What makes customers come back?

A: “[F]low. A lot of people come in to grab multiple pieces from the same collections, implying the flow of the fashion wear allows for people to purchase more, as so many pieces go well together and are diverse”

Site Visits in London

The London storefront location(s) are high-end, as well as the other storefronts around them. There is not a single store in sight that is not a member of the true luxury brand community. It seems the flagship wants to keep the more gallery and museum look and feel, while the boutique is a more concise version, allowing for more walk-in traction and clientele. According to a sales associate, who preferred not to give her name, all the pieces and sculptures are from Erdem's personal collection, picked out specifically for each store and to match the collection displayed. The walls are canvas as well, hand-painted.



Secondary Research

The Business of Fashion highlights the slowdown in the luxury industry, stating that “luxury clients have realigned their priorities. They have become more discerning about the brands and products they are willing to buy” (Amed et al.), emphasising the need for brands to stand out.

Statista projects luxury fashion revenue to grow from US\$142.1 billion (roughly £105 billion) in 2023 to US\$169.8 billion (roughly £126 billion) by 2029 (Statista, 2024), demonstrating future opportunities for the sector.

To support ERDEM's design credentials, *Vogue* notes that Erdem won the BFC/Vogue Designer Fashion Fund in 2010 for his “strong design signature and clear vision” (Milligan, 2010).

Together, these sources provided industry analysis, market data, and brand-specific evidence to support the project's conclusions.

VIII. The Judgement

Although ERDEM has a strong and recognisable brand identity, we don't think it's currently moving in the right direction. The brand mainly targets women with a high disposable income, aged around 35–55, particularly in the UK and the Middle East. While this audience is important for the brand, it's quite limited, making it harder for the brand to grow and remain competitive in the long term. Younger luxury consumers are increasingly looking for brands that offer memorable experiences, creative storytelling and more accessible ways to connect with luxury fashion.

ERDEM should keep its core identity of craftsmanship, femininity and elegance, but make it more accessible to a wider audience. This doesn't mean changing the brand's DNA, but instead increasing its visibility among younger consumers through creative campaigns, social media and exclusive brand experiences. They could also become more accessible in terms of price, allowing younger customers to experience ERDEM and connect with the brand before investing in expensive pieces.

This creates a clear strategic opportunity. Our campaign responds to this challenge by positioning ERDEM within an art gallery, reinforcing its connection to creativity and heritage while attracting a younger luxury audience. This can help ERDEM become more visible, attract new customers and continue growing without losing its DNA.

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