

DIANE VON FURSTENBERG

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Background

Diane von Furstenberg founded her eponymous line in 1972. It has since become a global luxury fashion brand celebrated for its bold and creative approach to color and print, and admired for its sensual femininity. Renowned for its iconic wrap dress and signature prints, DVF now offers a full collection of ready-to-wear and accessories, and has established itself as a leader of feminine silhouettes in the fashion industry. As Founder and Chairman of DVF, Diane continues to devote much of her time to her many philanthropic endeavors.

Headquartered in New York City, DVF has a global distribution network in over 70 countries and with over 875 points of distribution, including 111 DVF owned and partnered stores throughout North and South America, Europe, the Middle East, and Asia Pacific.







Product Categories



CLOTHING



SHOES + ACCESSORIES



JEWELLERY

Collaborations



DVF X SEQUENCE



DVF X GAP KIDS



DVF X GOOP



DVF X GOOGLE GLASS



DVF X ETIHAD AIRWAYS



DVF X ROXY



DVF X EVIAN



DVF X ASHLEY LONGSHORE

Brand Reach

DVF has a global distribution network in over 70 countries and with over 875 points of distribution, including 111 DVF owned and partnered stores throughout North and South America, Europe, the Middle East, and Asia Pacific.



OTHER DVF RETAILERS:

USA

Barneys New York
Bergdorf Goodman
Bloomingdale's
Intermix
Neiman Marcus
Nordstrom
Saks Fifth Avenue
Scoop

CANADA

Holt Renfrew
Hudson's Bay

AUSTRALIA

Adam Heath
Avanti
Christensen Copenhagen
Curve Designs
Samantha Ogilivie
Tinky
David Jones

NEW ZEALAND

Muse

MIDDLE EAST

Boutique 1
Bloomingdale's Dubai
Harvey Nichols Dubai
Saks Fifth Avenue Dubai
Saks Fifth Avenue Bahrain
Harvey Nichols Riyadh
Harvey Nichols Kuwait

EUROPE

Selfridges UK
Harvey Nichols UK
Printemps France
Le Bon Marché France
KaDeWe Germany
UNGER Germany
Rinascente Milano Italy
Tsum Russia

Total Social Reach

Over 4.1 M combined followers and a reach of 4.03 M

DVF average engagement rate on Instagram: 0.18%



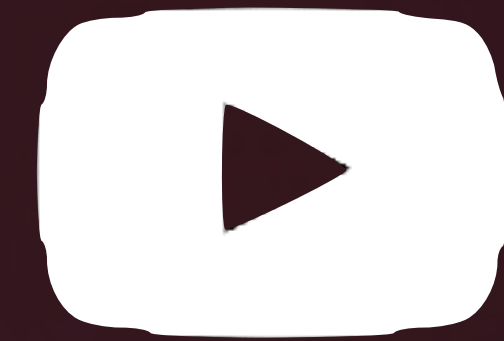
1.91 M



1.12 M



1.01 M



6.1 K



103K



N/A

DVF Instagram Metrics

1.19M

AUDIENCE DEMOGRAPHICS



Male: 11.86% / Female: 88.14%

55% are Married

9.11% are Parents

Average Age: 25-29

TOP COUNTRIES



50.64%



7.71%



5.28%



3.3%



3.09%



1.82%



2.55%



1.85%



Hawa and Zoe, East River State Park

dvf.com

DIANE VON FURSTENBERG



DVF

Celebrity Press





Thank You