

INTO THE BRIEFCASE

JULIA
SCHENDELL

Julia Schendell

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As free time began to grow in quarantine, so did the need for creativity. Though teens have always been entrepreneurs, quarantine has allowed them to start their own creative businesses. Before social media apps, teenage entrepreneurs were limited to locally-based business ideas such as bake sales and car washes, but as of late, teens have been able to pioneer a new way to get global attention.

Julia Schendell

Instagram has paved the



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way for teen businesses.

Julia Schendell



Alberte Baunsgaard, owner and
founder of Danish sustainable
fashion brand, Baun Studio

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... “A brand can be accidental. At least mine was.”



“I started the Baun Studio instagram to let my friends see what I was making. Then I got a lot of followers and I thought, ‘Well maybe I can sell some products and get a new sewing machine.’ I had no intention of actually doing much with it.”

Julia Schendell

**After a month of selling her de
enough money to buy**



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**signs, Alberte Baunsgaard had
ten sewing machines.**



Julia Schendell



It's [starting a business] been something I had been talking about for so long. I love stickers, and everyone I know is obsessed with them, and I hadn't seen anyone start their own sticker business and drop their designs that had to do with Instagram and popular trends right now. So I thought it was a spectacular idea because stickers are so portable, and they're so easy to get your art around, especially on phone cases, which are super trendy right now.

- Sydney Deriggs, creator of myteenagediary

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“Well, I felt like it was easier for me to get my brand out there since I had a bigger following on social media and made a ton of friends that are popular that even have hundreds of thousands of followers. And as I gained momentum, I started to draw people that I look up to and are my inspirations.”

Quarantine has heightened the need and wants for creativity, making it achievable to start a business that before didn't seem possible.

Julia Schendell



The two creators of the brand Mondo Verde, Chiara Lobb, and Sofia Wimberly, stated that they use Instagram the most for marketing their products. Since the start of Mondo Verde in March 2020, the brand has amassed upwards of 4000 followers.

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“It was a week before quarantine and my mom was threatening to throw out a bunch of my clothes. I had to figure out what to do with them since thrift stores started to close and I couldn’t donate them.

So then I started cutting it up. I was hand sewing and posted on my personal Instagram story. I enlisted my best friend Chiara who knew how to sew. Once quarantine started I could focus all my time on the brand.”

“Our whole brand is built on the fact that we use recycled fabrics, so we’re not going out and buying new ones.

During the first couple of months when the thrift stores were closed we were just using our own fabrics from clothes we no longer wear or our friends clothes that they were donating. And over the summer once thrift stores started opening up we bought clothes there. We could make three to four shirts from one item.”



Though creating a business can be fun, it does have its setbacks. When running a small business as a teen, you are more susceptible to having bigger brands copy your pieces and not being able to successfully call out the brands doing so. This can be discouraging, however, by continuing to grow, teen entrepreneurs can gain a voice in the business world.

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“One thing that’s been happening is that we’ve seen our designs on websites like AliExpress and Shein. We’ve contacted people at AliExpress to take down our photos at least, but we can’t do so much when they steal our designs since we’re so small.”

-Sofia Wimberly and Chiara Lobb



[https://juliaschendell.github.io/
jdtoolkit-homepage/](https://juliaschendell.github.io/jdtoolkit-homepage/)