



## Says

What have we heard them say?  
What can we imagine them saying?

I love  
shopping for  
unique fashion  
pieces."

"Fashion  
Heaven has  
the trendiest  
clothes."

Follows  
Fashion  
Heaven on  
social media.

Follows  
Fashion  
Heaven on  
social media

fashion haven



## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



"I hope the  
prices are  
reasonable

Excited  
about new  
fashion  
arrivals

Excited  
about new  
fashion  
arrivals.

Anxious  
about  
overspending