

Says

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

Thinks
What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Stay with fashion

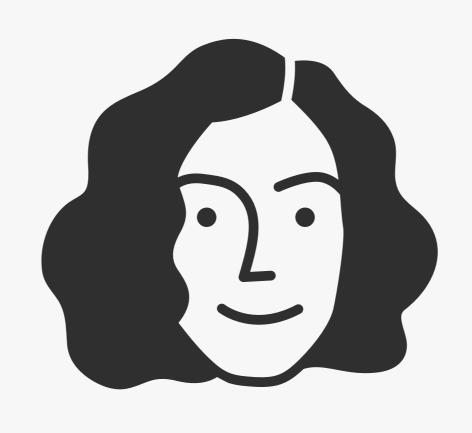
Fashion is a way of life

Trendy, Classy and catchy

Both vintage and urban

High looks low price

Choose your best



Persona's name

fashion heaven

improve your style THE ultimate fashion

make you ageless

the ultimate fashion

fullfill customer satisfaction

Feels young

Does

What behavior have we observed? What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

