

**Thinks** 

These clothes are super cheap

What can we imagine them saying?

My friend recommended this brand to me.

What is best for me

How do I easily learn more about exploited

What Size Is best

Iwas expecting something different

What even makes a company "Good"?

Can I afford to support ethical brands?



FASHION HEAVEN

Short summary of the persona

Maybe isn't the best

Excited

Compare products

Asks friends for brand recommend option

Tries to be conscious of where they buy from

Checks the website

Happy when they buy a new article of clothing

Glad when knowing they support a good brand

Does

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





