

ANDY S.

THE CONNECTED SHOPPER



"I started practicing yoga two years ago... I love watching my body and mind grow stronger and more flexible. I get more of my inspiration for yoga through Instagram and by connecting with yogis who share the same interest and goals as I do."

Age 25 | Therapist | Peabody, MA

ABOUT

Andy is an animal lover and nature seeker. She loves cheetahs, alligators, sea turtles, horses and sharks and can't imagine life without the ocean, beaches or lakes. A beloved hobby of hers is collecting sea glass and color coordinating them into glass mason jars. She believes in the power of energies, spirits and the universe.

SHOPPING HABITS

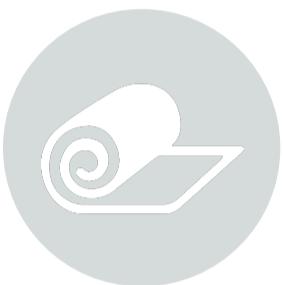
- Usually you'll find her shopping for a certain product, or purusing the new seasons color & styles
- Is most interested in the cost, the colors available and the customer review
- Tends to shop online as opposed to in-store

ONLINE SHOPPING

LIKES: When it's easy to navigate and browse products.

DISLIKES: The added cost of shipping.

TYPICAL WORKOUT



yoga



running



body weight training

GOALS

Working toward handstand presses, and crane press, more pull up reps, more push ups, and a stronger core.

DISCOVERS NEW ITEMS

Most often Andy is finding new things through Instagram!

USUALLY SHOPS FOR

LEGGINGS

READ REVIEWS?

Yes, and often.



DARCY P.

THE RESEARCHER

"My yoga practice has evolved into a more spiritual journey of contentment and letting go. The yoga community inspires me to practice, because I see how physically and mentally rewarding it is."

Age 25 | Software Developer & Report writer | Lacrosse, WI

ABOUT

Darcy graduated with a Bachelor of Fine Arts degree and has been pursuing her passion for creation and connection by recently becoming an entrepreneur. When she's not growing her empire she loves playing with her two Siberian Huskies, both with Sanskrit names - Shakti (Devine female energy) and Bodhi (Enlightenment) - or whipping up a tasty stirfry. She is also a lover of tattoos and plants and describes herself as a home-body who enjoys her alone time. But her favorite thing is deep conversations about life.

SHOPPING HABITS

- Most focused on the colors available, customer reviews, and price
- Always checks out the sales
- Believes knowing a brand has a good fabric is a plus

ONLINE SHOPPING

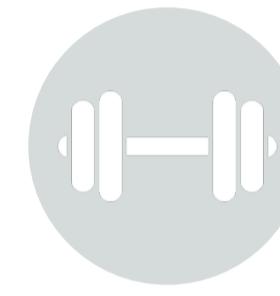
LIKES: Darcy's a fan of not having to travel to the store... Plus getting a package is always exciting!

DISLIKES: Not being able to try items on.

TYPICAL WORKOUT



yoga



lifting

GOALS

Working towards handstands, the splits, and for those #bootygoals.

DISCOVERS NEW ITEMS

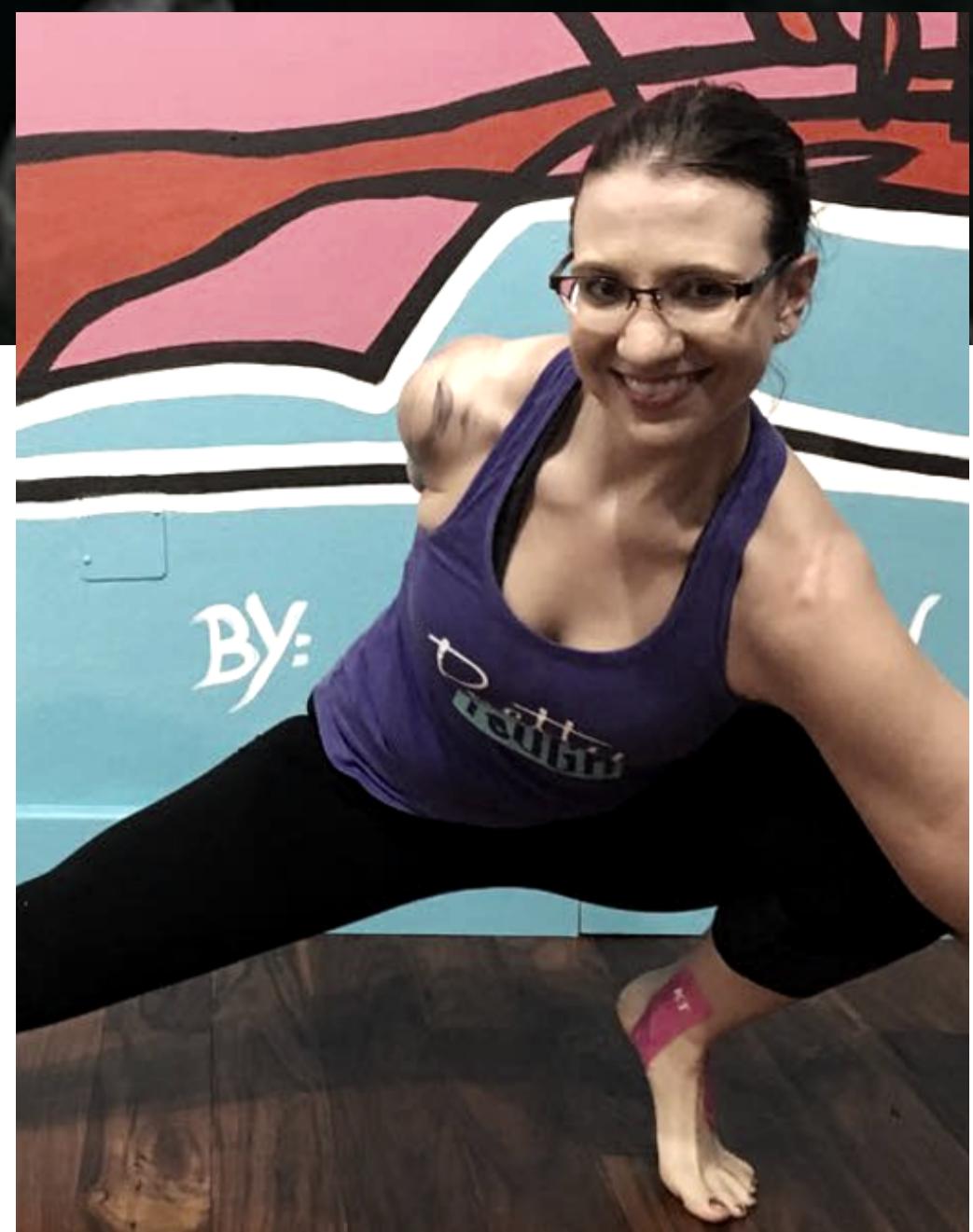
Most often she finds new products and brands through Instagram.

USUALLY SHOPS FOR

LEGGINGS

READ REVIEWS?

Always! She does her research.



ELISE K.

THE STORE BROWSER

"The connection [of] my physical body and breath is what calls me to the practice [of yoga], and the creativity I can express through my flows and movement is what keeps me excited about coming back to the mat."

Age 30 | Physician Assistant | Greenfield, WI

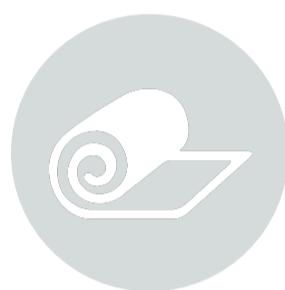
ABOUT

You can often find Elise enjoying events in the city. She feels great satisfaction when she sees people gathering to celebrate what Milwaukee has to offer. Another piece of the city she's deeply connected to is the lake. When the weather's nice, you may find her meditating or sipping coffee next to Lake Michigan. In her free time she loves to be practicing and learning more about yoga and discovering new facets of the practice. She also has one pet, a little betta fish, who brings a lot of joy and peace to her home.

SHOPPING HABITS

- Often enjoys looking through the sales
- Prefers shopping in store
- She's looking primarily at what colors are available, the sizes available, and the price

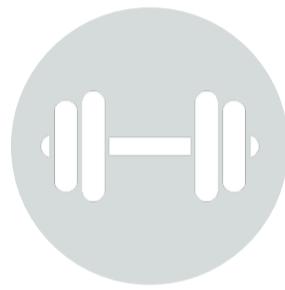
TYPICAL WORKOUT



yoga



cardio



weight training

GOALS

To build more muscular strength and continue to get deeper into her yoga practice by using the breath.

DISCOVERS NEW ITEMS

Through browsing online stores.

USUALLY SHOPS FOR

TANK TOPS

READ REVIEWS?

Usually yes.

ONLINE SHOPPING

LIKES: She enjoys the ease of shopping online and browsing items.

DISLIKES: On the downside, however, she doesn't enjoy not being able to try items on to see how they fit.