



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?

Fashion Designers:

- **Say:** "I want to express my creativity through unique designs."
- **Think:** "Will my designs resonate with customers and stand out in the market?"
- **Feel:** "Excited about bringing my vision to life, but also nervous about criticism."
- **Do:** "Constantly research trends and experiment with new fabrics and styles."
- **Need:** "Recognition for my talent, resources for experimentation, and a platform to showcase my creations."

Consumers:

- **Say:** "I want to look stylish and confident."
- **Think:** "Can I afford this outfit? Is it sustainable and ethical?"
- **Feel:** "Overwhelmed by choices and sometimes pressured to conform."
- **Do:** "Shop online, seek fashion inspiration on social media, and ask for opinions."
- **Need:** "Affordable, sustainable options, and a personalized shopping experience."

Retail Store Owners:

- **Say:** "We need to attract customers and increase sales."
- **Think:** "How can we differentiate from competitors and optimize inventory?"
- **Feel:** "Pressure to stay relevant and adapt to changing trends."
- **Do:** "Visual merchandising, analyze sales data, and collaborate with designers."
- **Need:** "Effective marketing strategies, data analytics tools, and a loyal customer base."

Fashion Bloggers/Influencers:

- **Say:** "We want to inspire and influence fashion choices."
- **Think:** "Which brands align with my personal style and values?"
- **Feel:** "Excited to engage with followers, but also pressured to maintain a curated image."
- **Do:** "Post outfit photos, write reviews, and engage with the fashion community."
- **Need:** "Authentic partnerships with brands, creative freedom, and a supportive audience."

Fashion Designers:

- **Think:** "I need to stay updated on the latest technology and sustainable practices in fashion."

Consumers:

- **Think:** "I should support brands that prioritize sustainability and ethical production."

Retail Store Owners:

- **Think:** "We need to adapt to online shopping trends and invest in e-commerce capabilities."

Fashion Bloggers/Influencers:

- **Think:** "Authenticity is key; I must maintain trust with my followers."



Persona’s name
Short summary of the persona

Fashion Designers:

- **Do:** Collaborate with sustainable fabric suppliers and manufacturers to create eco-friendly collections.

Consumers:

- **Do:** Research and support ethical and sustainable fashion brands.

Retail Store Owners:

- **Do:** Implement eco-friendly store designs and packaging materials.

Fashion Bloggers/Influencers:

- **Do:** Create content that educates their followers about sustainable fashion choices.

Insecurity: Some customers may feel insecure about their fashion choices or their body image. This feeling might drive them to seek out Fashion Haven for guidance, reassurance, and options that make them feel more secure about their appearance.

Aspiration: Many customers may aspire to a certain lifestyle or look. They might come to Fashion Haven to find clothing that helps them align with their aspirational identity or to feel closer to the image they want to project.

Satisfaction: Existing customers who have had positive experiences with Fashion Haven may feel satisfaction and loyalty. They might continue to choose the brand because they trust the quality and service they receive.

Frustration: On the flip side, some customers may experience frustration with fashion choices, sizing issues, or difficulty finding what they want. This frustration can lead them to seek alternatives or demand improvements from Fashion Haven.



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?