



"If I'm going to spend money, I want it to be on something meaningful—high-quality, well-designed, and preferably local."

AGE 34  
JOB TITLE Architect  
STATUS Single  
LOCATION Alexandria, Egypt

PASSIONATE Pragmatic  
CURIOUS Detail-Oriented

FAVORITE BRANDS



USER PERSONA

# Omar El-Masry

ABOUT

Omar values design, craftsmanship, and sustainability. He's not necessarily driven by fashion trends, but he enjoys dressing well in quality, minimalist clothing and handcrafted accessories. He often struggles to find local brands that match his aesthetic without spending hours searching. His shopping is purposeful—he prefers clean, intuitive experiences and reliable brands.

GOALS

- Easily discover local brands that align with his minimalist, eco-conscious taste
- Compare craftsmanship and price value across brands with ease

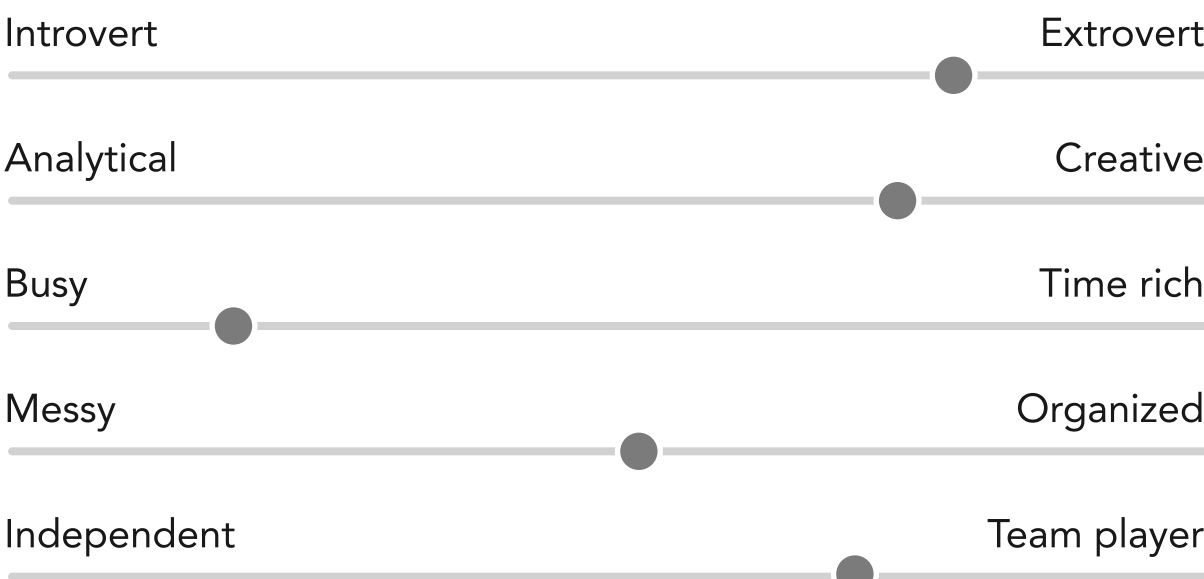
PAIN POINTS

- Doesn't like chaotic, cluttered websites or slow loading pages
- Struggles with inconsistent sizing and return policies between local brands
- Gets overwhelmed by marketplaces that prioritize quantity over curated quality

NEEDS

- Transparent brand profiles highlighting values, materials, and practices
- Streamlined checkout that handles multiple-brand purchases with one payment

PERSONALITY





USER PERSONA

# Leila Hassan

ABOUT

Leila is a young, fashion-forward professional who loves to express herself through style. She’s always on the lookout for unique pieces and up-and-coming local designers to stand out from mass-produced fashion. With a flexible work schedule and a strong online presence, she often shares her outfits on Instagram and tags the brands she wears.

GOALS

- Compare styles and prices across brands quickly
- Discover trendy local fashion brands in one place

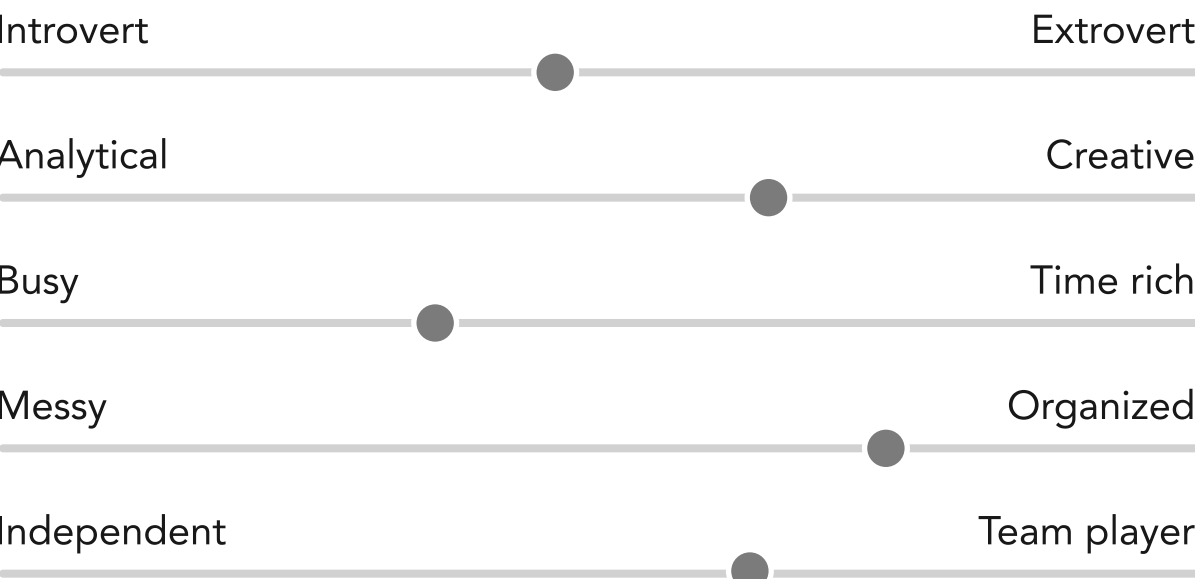
PAIN POINTS

- Tired of hopping between different Instagram pages to find local brands
- Wants easier filtering and browsing across multiple designers
- Frustrated by complicated checkout process when buying from multiple sources

NEEDS

- Consolidated product listings from multiple local brands
- Trust indicators like verified reviews, quality badges, and return policy info per brand

PERSONALITY



"I want to support local brands, but I don’t have time to scroll through 10 different Instagram pages to find what I like."

AGE 27  
JOB TITLE Social Media Manager  
STATUS Single  
LOCATION Cairo, Egypt

PASSIONATE

EMPATHETIC

Loyal

ADVENTUROUS

FAVORITE BRANDS

