



### Purchasing Behaviours

- Prefer purchasing clothes less often
- Prefer unique and classic designs
- Prefer indie and independent brands

### Value

- High ethical standard
- High social responsibility
- Environmental enthusiasts

### Demographic Information

**Age** 25 - 45  
**Gender** Male and Female  
**Location** Canada  
**Income** >CAD\$4000/month  
**Education** Middle to high

### Lifestyle

- Low waste
- Low carbon footprint
- plastic-free
- Eco-friendly

### The Purpose of Visiting BeGreen



### Bio

- Sustainable minded
- Slow fashion activist
- Vintage lover

### Preferred Brands



KOTN



LONDRE



### Actively Used Social Media Channels

