



Says
What have we heard them say?
What can we imagine them saying?



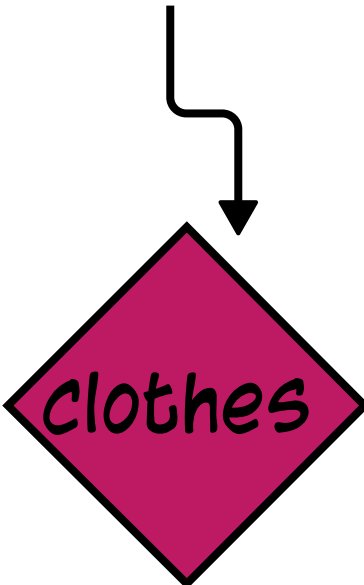
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

capital,location/
particular time

raw
material

space,
texture,
color and
tone,pattern,
accessories

Diffusion
fashion
brand

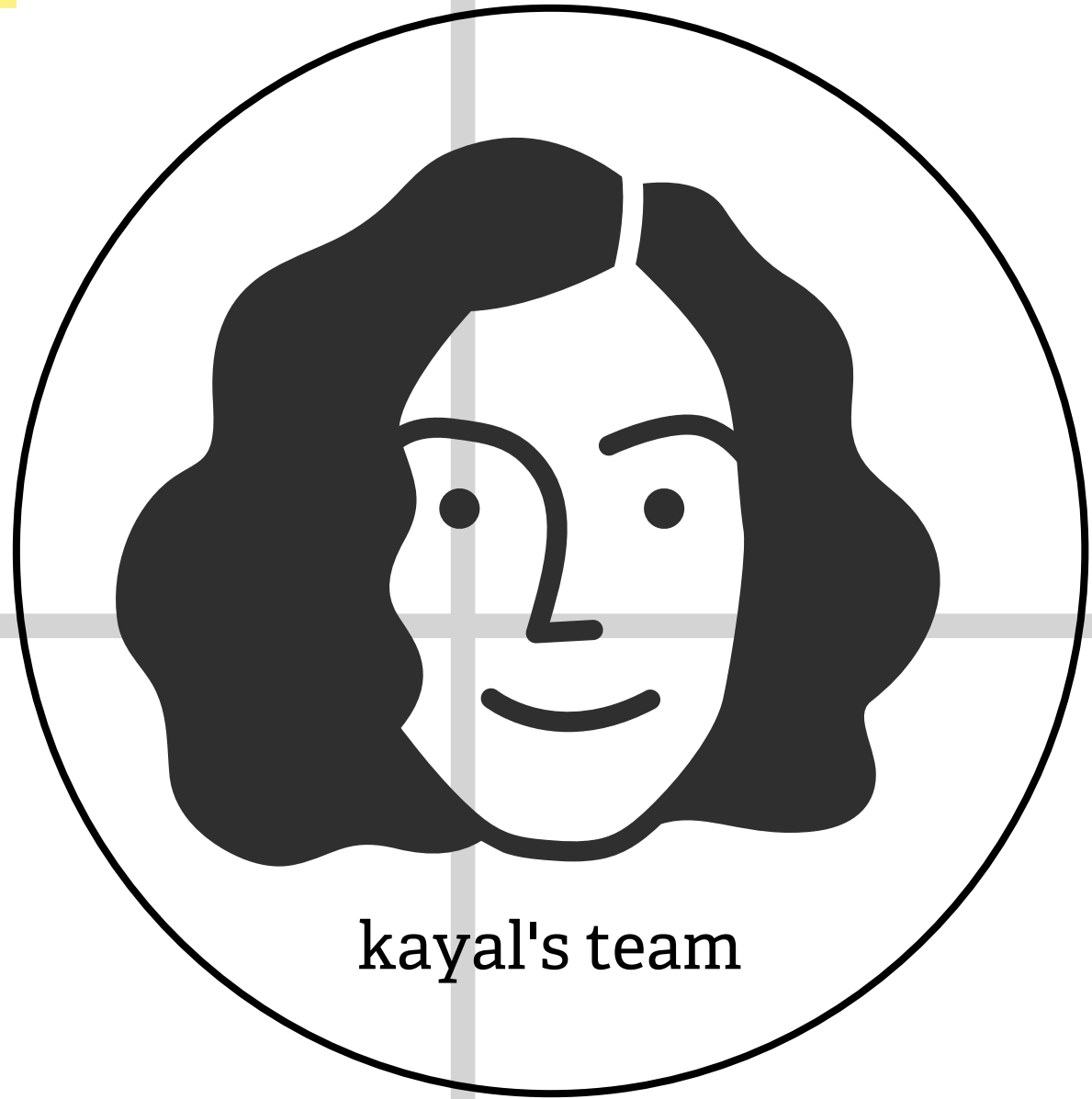
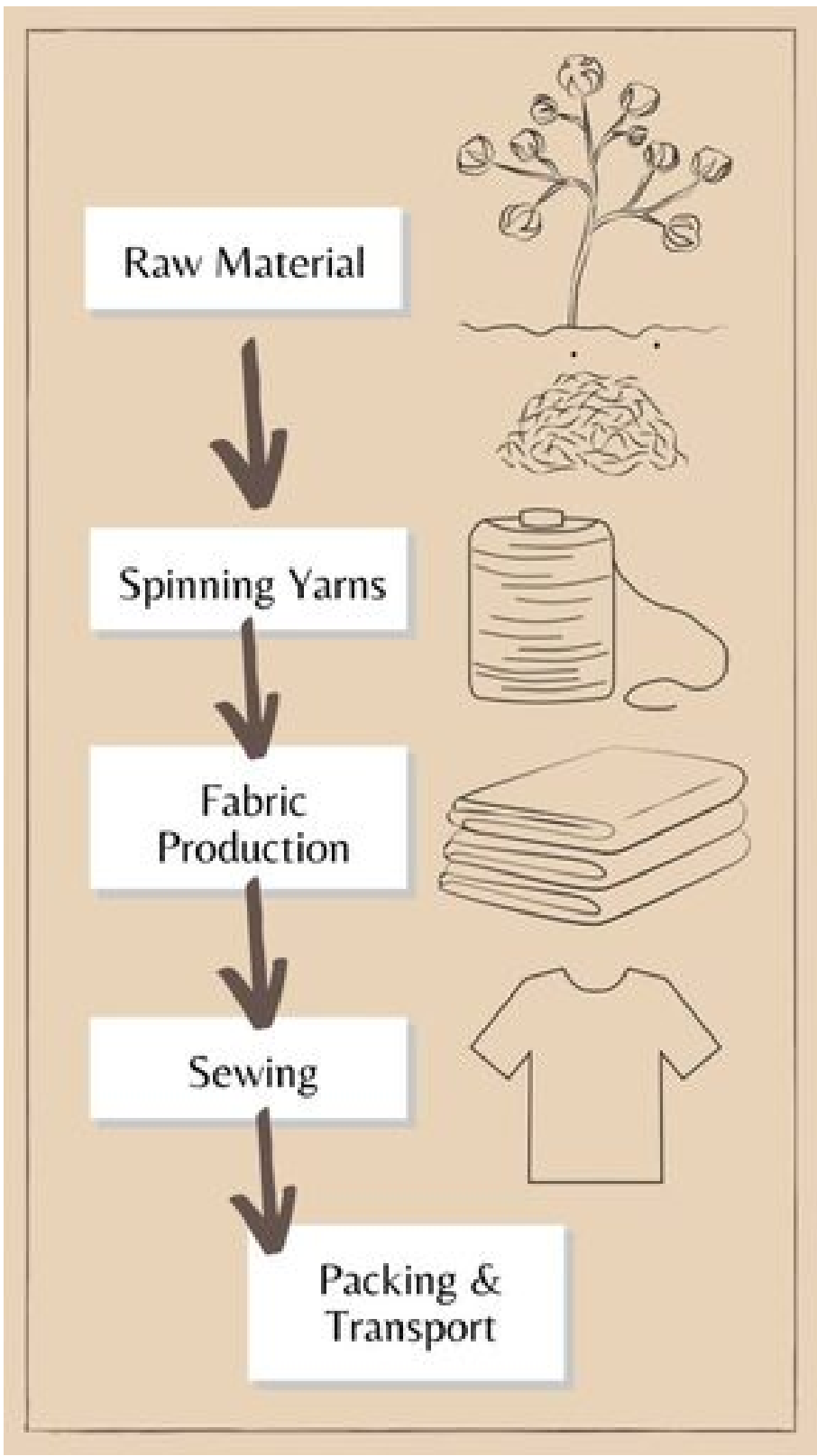


The designer
abstract idea
of final
entities

popular or on
trend

mass market
fashion brand

repetition



visual art
,start
sewing

Graphic
desing
knowledge

keep up on
trend

create an
impact
portfolio



study fabrics
.fashion
theory

sharper your
technology
skill



commercialization

evaluation
of result



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?