



**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?

I want to support brands with living wages

Can I afford to support ethical brands

Those fashion are super cheap

Do the company actions support their words

how do I easily learn more about exploited workers

What event makes a company good



Fashion Haven

Recommends brands they know are ethical to others

Happy when they buy a new article of fashion

Glad when knowing they support a goed brand

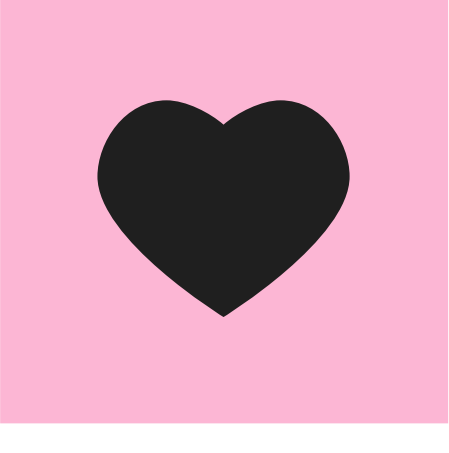
Tries to be conscious of where they buy from

Light research around ethical companies

Anget! frustration towards supporting fast-fashion



**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?