

Says

It increases

confident.

self

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

Thinks
What are their wants, needs, hopes, and dreams?



Fashion satisfies many essential desire of human being

They says

fashion is

uniqueness.

about

Why is fashion important?

What other thoughts might influence their behavior?

What do you think about fashion today?

Why do people are chase fashion trends?

Persona's name

Short summary of the persona

It is the way of expressing yourself

It keeps a society lively through different new

It is the way for people to assert their identity.

You can express yourself better.

Fashion also allows for a feeling of self expression.

You feel more confident.

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?



