



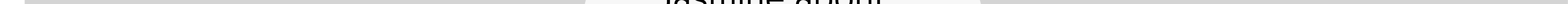
Says

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?



It is popular and approved of at a particular time.

Today fashion trend is minidresses,tailored skirts with cutouts are all styles.

I can have anything I want in life if I dress for it.

Fashion is the most general term and applies to any way of dressing,behaving,writing,or performing that is favoured at any one time or place.

Fashion keeps a society lively through different new styles and subsequent changes.

Fashion helps a designer in imagining and brain storming his ideas on what exactly she is wanting to make and helps them showcase their creativity.

Consumer buying behaviour in fashion industry overall includes the emotional aspects of self-image.

The best starting place is working on your visual working memory,as visual working memory arguably determines your ability to imagine.

In a good outfit,be feel like you can take on the world just by walking down the street.

Consumer are influenced by many different factors outside of socioeconomics.

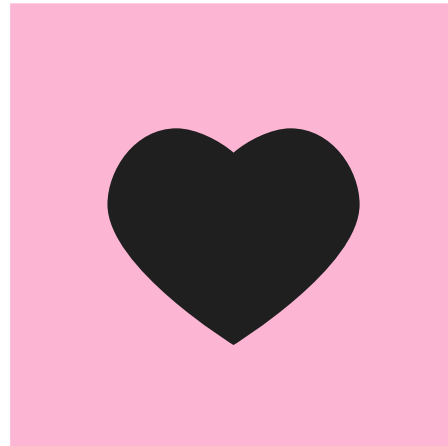
It makes me feel good.it's all about wearing a dress.

I feel fashion promotes social changes from time to time and also respect traditions and customs in society.



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?