



Persona 1

CLARA SANTOS

“I want to start shopping sustainably but don’t know where to start!”

About

Clara is an undergraduate student at the University of Washington who likes to attend social events during her free time. She desires to find stylish yet affordable pieces to wear to these events.

Age: 21

Education: University of Washington - Seattle

Occupation: Student

Goals

- Wants to find new clothing pieces to elevate her style
- Wants to hop on fashion trends while avoiding fast fashion stores
- Wants to go to more flea markets in Seattle

Frustrations

- Feels overwhelmed by the amount of sustainable stores in Seattle
- Has a hard time choosing which stores suit her preferences most
- Struggles to stay informed about events aligning with her schedule



Persona 2

BEN LEE

“I’m spending too much money on fast fashion”

About

Ben is a freshman at Seattle University who takes his fashion inspiration from his favorite artists. He wants to recreate their looks without breaking the bank.

Age: 18

Education: Seattle University

Occupation: Student

Goals

- Wants to find sustainable stores that offer a wide range of items
- Wants to find stores that carry affordable items that match his specific style inspiration
- Wants to attend events where he can get more style inspiration from

Frustrations

- Doesn’t know which stores have affordable pieces
- Thinks only fast fashion brands carry trendy clothing
- Feels overwhelmed with the amount of stores and events in the Seattle area