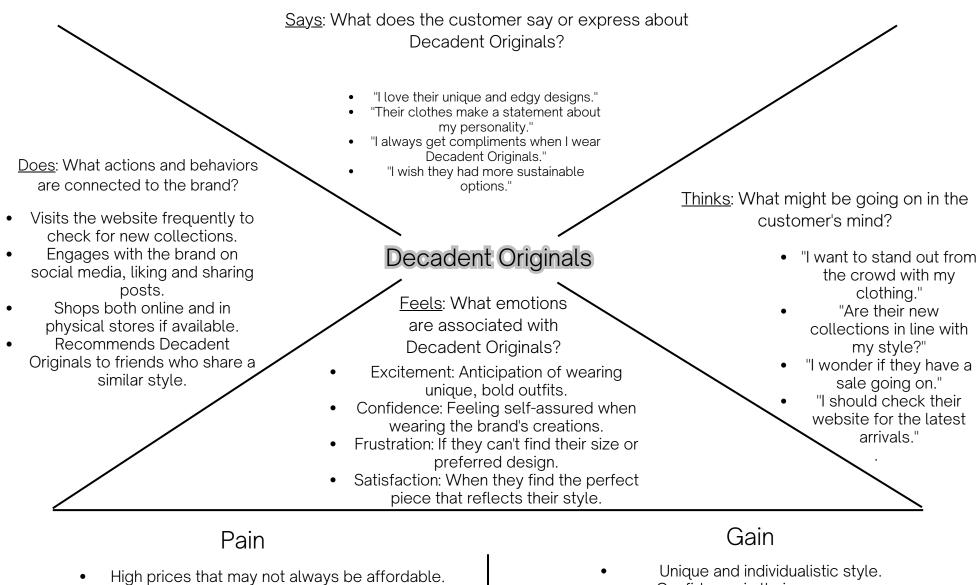
Empathy Map



- Limited availability of preferred sizes or styles.
 Concerns about the sustainability and ethical
- Concerns about the sustainability and ethical practices of the brand.
- Difficulty finding the right accessories to complement their Decadent Originals outfits.

- Confidence in their appearance.
- A sense of being part of a fashionable and exclusive community.
- The opportunity to support a brand with sustainable and ethical practices.