



Says

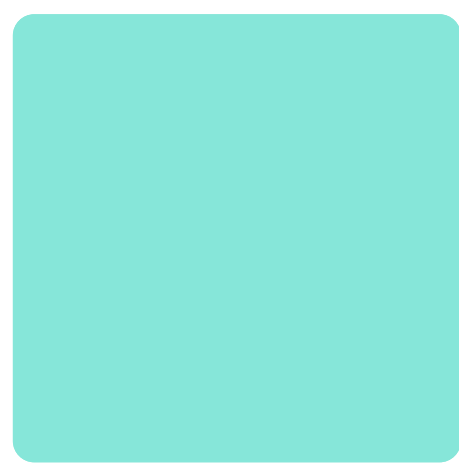
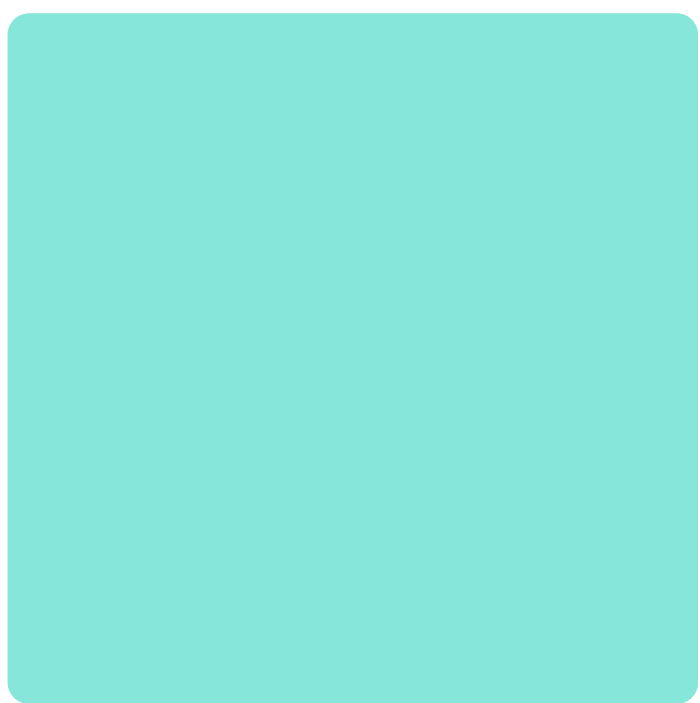
What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Need more secure  
and comfortable  
Dressing style and  
Trending dress  
code availability

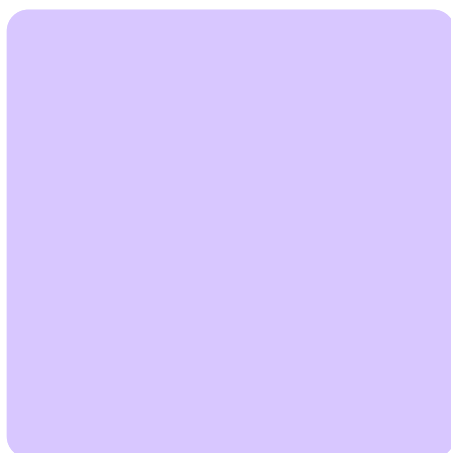


Worth for  
Money  
Products



Velvet Vogue  
Shopping Hub

Inspiration  
and  
Exploration



Immense  
Satisfaction



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?