



Says

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

Heaven
says the
best

Marriages
are made in
heaven

Match made
in fashion
heaven



Thinks

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

Fashion
Heaven INC

Head
Menswear
Designer

Heaven &
Diffusion
Lines



Persona's name
Short summary of
the persona

Fashion
Heaven

New
Collections

Shop the
collections

Buy heaven
fashion
color
makeup

Lost
butterfly

Night
Heavenly
feel



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?