



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?

Estimation of business expenses

Wearing jewelry is a way to express the women you are without saying a word.

Jewelry has the power to be this one little thing can make you feel unique.

I like for jewelry to tell a story and to be able talk about what I'm wearing.

Jewellery can even stir up feeling of sadness and jealousy.For exampel, there could be sentiment attached.

The piece may have been a gift from someone special, a memorable occasion that evokes happiness, joy and lovely memories.

Many women like to wear jewellery as a symbol of femininity or to showcase social status. Jewellery can also make a women feel confident and beautiful.

Functional, generally to fix clothing or in place.as a marker of social status and personal status,as with a wedding ring.

Chieftly british spelling of jewelry; ornamental pieces(such as ring,necklaces,earring,bracelets) that are made of materials which may or may not be precious (such as gold silver, glass, plastic)are often set with genuine or imitation gems and are worn for personal adornment.

Jewellery can lift our mood,make us feel amazing about ourseleves and also serve as a way for us to express our unique sense of style.

Jewellery symbolises currency,fashion,wealthand opulence, attracting happiness and property, rites of passage, functional element, heirlooms, relationship, protection.

Humans have used jewellery for a number of different reasons:functional, generally to fix clothing or hair in place.

Jewelery business is that you can often sell your pieces for much more than cost to source.



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?