

Saves

A WORLD
OF CHOISE

Thinks

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



ONLINE
CONVENIENCE

A COMMITMENT
TO
SUSTAINABILITY

FASHION
HAVEN
DOESN'T JUST
EMBRACE
FASHION

UNCOMPROMISING
QUALITY

EVALATING
PERSONAL
STYLLE



Persona's name
Short summary of
the persona

STYIE,
QUALITY
AND A
TOUCH OF
ELEGENCE

JUST A
PLACE TO
BUY
CLOTHES:

WHERE
STYLE
MEETS
ELEGENCE?

A SHOPPING
AMBIANCE
LIKE NO
OTHER

EXCUSIVE
COLECTIONS

FASHION
EVENTS AND
WORKSHOPS

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?

