

**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?

