

HUNT - SHARE

# J-NA\$\$\$TY

**AGE** 26

**OCCUPATION** Register guy at burrito place

**LOCATION** San Jose, CA

**GENDER** Male

**TIER** Intermediate



*"Stay fresh till death.. What do y'all think of these kicks #freshkicks #freshsneakers"*

## MOTIVATIONS

Jay loves to hunt down the freshest kicks, he gets excited about new color ways on existing sneaker line. Jay wants to convey his personality through building his outfits starting from his kicks.

Inspirations are basketball and hip-hop culture and puts the acquisition of kicks as priority in life.

## GOALS

- Finding the latest and freshest pair of kicks
- Building an outfit to showcase his kicks.
- Find "fresh" stuff and hang out at the kicks meets.

## FRUSTRATIONS

- when he misses out on the online pre-sale because of bad luck
- not being able to match an outfit to his new shoes

## BIO

Jay is a young, single working professional in a small town. He's worked at a number of fast food joints in San Jose, and is now opening and closing a Igua-nas next to a school. He's an early adopter, grabbing up the latest threads. He commutes to his job in his lexus, listening to riff raff and wiz kalifa. He's interested in the freshest kicks.

OBSERVE - PROMOTE

# NOAH

**AGE** 16 - 21

**OCCUPATION** Student

**LOCATION** Seattle, WA

**GENDER** Male

**TIER** Expert



*"I like reading emotional cues from strangers in high-pressure situations."*

## MOTIVATIONS

Noah typically shares memes and funny videos on his social media. He enjoys Wes Anderson films, he HAS to wear t-shirts that communicate a message about pop culture, current trends, and satire on current events.

## GOALS

- To engage with others
- Express his beliefs
- To find a place that sells t-shirts that keep up with latest trends.

## FRUSTRATIONS

- Hard to find a place that sells t-shirts that keep up with latest trends.
- Wants to share his beliefs with a larger audience
- n/a

## BIO

Noah resides in the suburbs of Seattle. He is studying philosophy and zen buddism. He enjoys sitting in the non-trendy coffee shops with his laptop while sharing funny things he's found online through his social media pages.