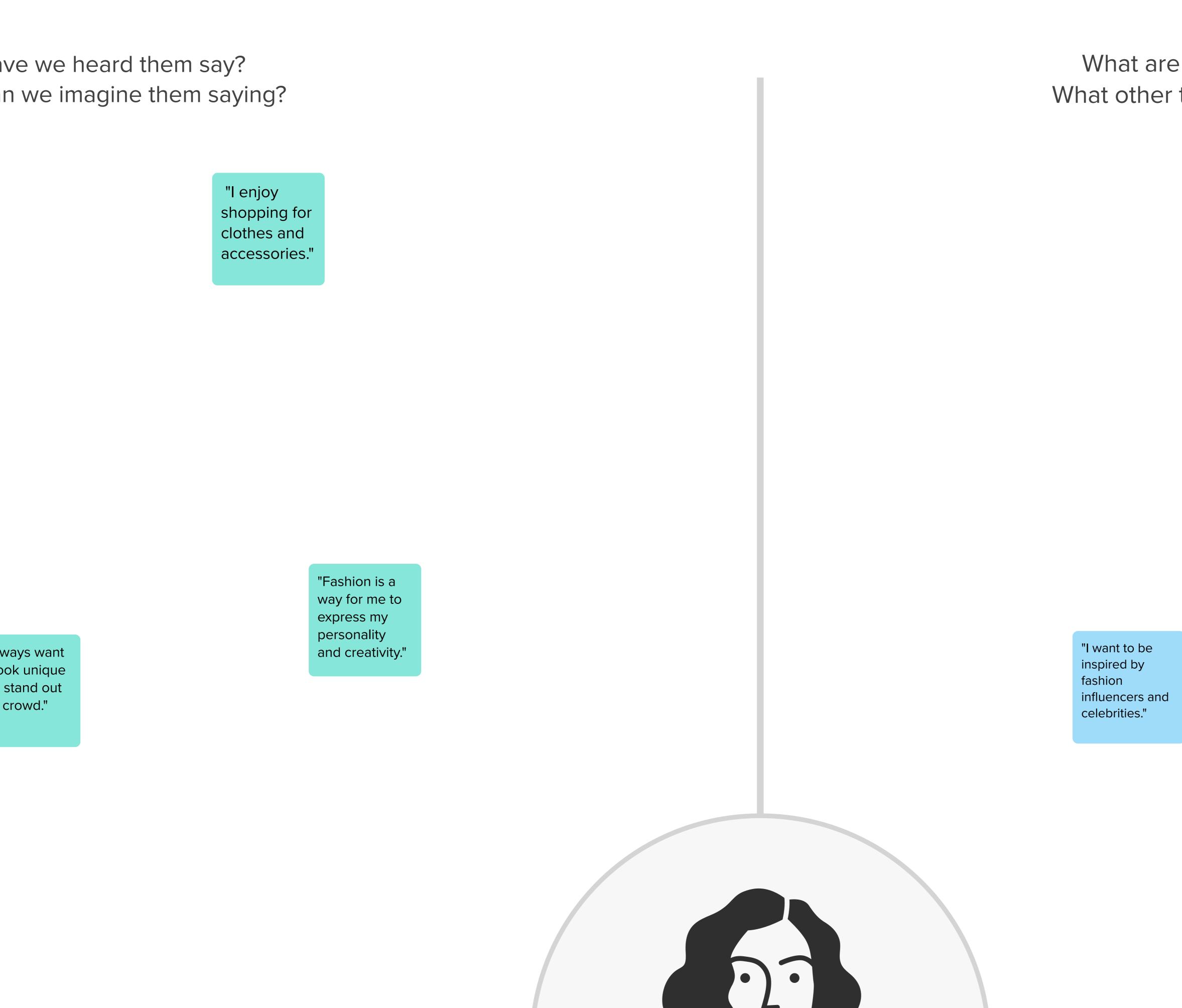
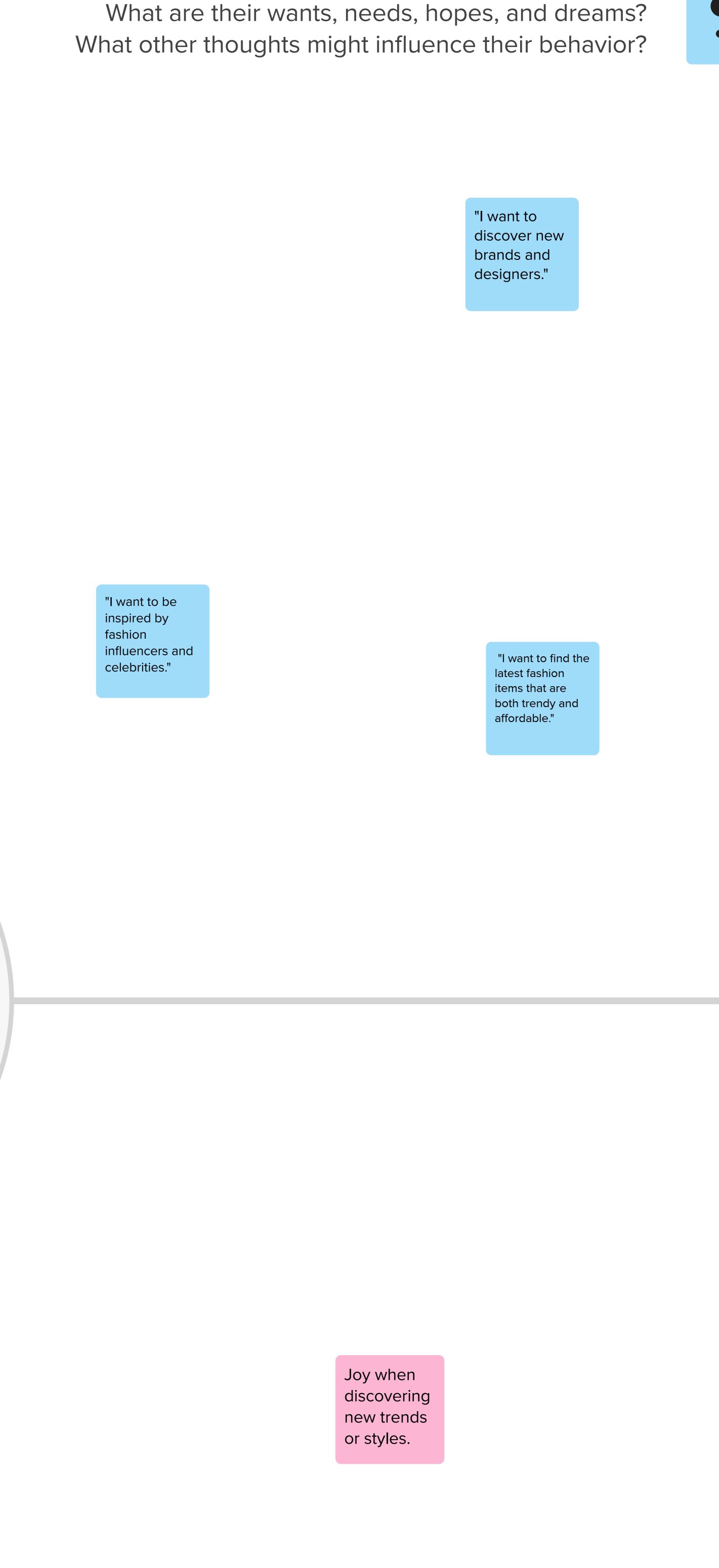
Says What have we heard them say? What can we imagine them saying? "I enjoy "I always want to look unique and stand out in a crowd."







Confidence
when wearing
fashionable
outfits that suit
their style.

Excitement
when finding a
unique piece
of clothing or
accessory.



Does

What behavior have we observed? What can we imagine them doing?



Fashion heaven

Short summary of

the persona



Thinks

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

