



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?

classy
collection

sophisticatet
style

style is a way
to say who
you are with
out having to
speak

we get the
attention
we
deserve

Turning the
emphasis
from quantity
to quality

fast fashion
creates
waste
problem



kavithra
kamiini
kanmani
muneeshwari

We will also
benefit from
a personal
stylist

perfect for
vintage, retro
or unusual
styles

it involves
huge cost

Supporting
local and
small
businesses

sustainable and
environmentally
friend

brands that
don't define
you,but
compliment
your.



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?