

Pressed.com

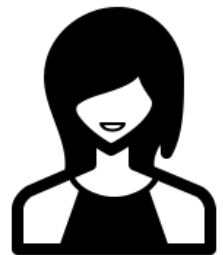
Pressed is a unified team of creative influencers, fashion designers, and product developers that create trendy and affordable press-on nails you can do yourself in the comfort of your own home.

Pressed provides quick and easy DIY services through monthly delivery services. Our team specializes in trending concepts, designing quality acrylic nail sets for easy user experience, and executing high performance, professional looking DIY nails based on consumer metrics. Our core company values will reflect in our teams strategy, research, design, development, and deployment of our products. Our partnership with our customers is defined solely by our focus in: providing trendy, high-quality, durable, and stunning designs to comply with our users desires.

Personas

Company Designer

Emily Myring - Emily loves to keep up with the latest fashion trends, however she does not want to spend a fortune going out and changing her nails every few weeks. She uses our monthly delivery service to do her salon quality nails at a low price and with the comfort of knowing our designs will always turn out how she wants them to.



Remote Grandmother

Sara Smith - Sara always loved to go out with her granddaughters each month and treat them with new nails. Ever since the Covid-19 pandemic, she decided to work remotely. Sara has underlying conditions that keep her home, but that does not stop her from spending quality time doing her granddaughters nails with our monthly delivery service. She can now do her nails in the comfort of knowing she will not get sick at home.



Comps

GLAMNETIC

S A V A G E F E N T Y
BY RIHANNA

