**Michelle**

Student at University of North Carolina at Chapel Hill

20 years old

From Charlotte, NC

Michelle is a junior in college who just pledged to the Zeta Tau Alpha sorority and has made many friends throughout here several years at school. She enjoys working out with friends, going to coffee shops to do her homework, and religiously goes to the recreation center’s Zumba classes. On the weekends, she enjoys going out to parties, binge watching *So You Think You Can Dance*, and working part time at the student stores. Michelle loves being social and staying up to date with the latest trends.

Michelle is trying to stay up to date with the latest fashion to feel the best about herself along with showing off to her friends. The only issue is that it’s hard to find where exactly famous people (“influencers”) on Instagram buy their clothes, along with various sizing issues that makes her anxious to buy online directly. She wishes that there’d be an easier way to find the latest clothes that sell in her size online.