

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?



ECONOMICAL FACTORS

CONFIDENCE AND SELF IMAGE

LIFE STYLE AND CULTURE

TRENDS FASHION

HISTORICAL RECORD

PERSONAL APPEARENCE



APPS MEANING TO LIFE

FASHION HELPS US TO HIDE OUR PHYSICAL

LOOKS ATTRACTIVE IMPORTANT PART OF LIFE

FASHION SOMETHING INSPIRES

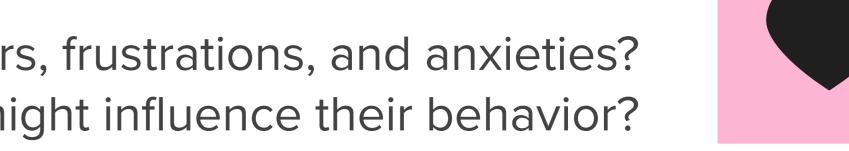
FASHION IN OUR SOCIETY



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



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



Feels

