



Edit me

Age: 34

Work: Barber

Salary: £25 - £30,000

Family: Long-term relationship,
no children

Location: Glasgow

Craft gin

Local produce

Food festivals

Brands & Influencers



Goals

- To explore new parts of the city.
- To take pride in Scottish traditions reinterpreted in creative ways.
- To feel like he's part of a community and a social scene.

Frustrations

- Avoid mainstream culture and chainstores/chain restaurants.
- Using his free time well.
- Decent income but not much to spend on socialising.

Bio

Jack lives in Strathbungo, Glasgow, and works in the city centre in a new hipster barbershop.

He enjoys independent coffee shops and craft beers and gins, priding himself on knowing all about the specifics: how to serve it, where it's from, specific ingredients and the latest trends.

He tends to go out at least once a week and prefers bars to restaurants. His social group tends to gather in the Finnieston area of Glasgow and enjoys exploring new places rather than sticking to the same old place.

While Jack doesn't like mainstream social media, he does use Instagram to follow some of his friends in the creative industries and tends to post fairly regularly, with an emphasis on arty shots of new places he's been to in Glasgow or cities in Europe.

Lately, he's started becoming more interested in local produce and craft brands through Scotland, particularly in the Islands and Highlands.