



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?

Show
your
range

Create a
strong
narrative

Pertection

Be
decisive

Explain
your
vision

Set the
story with
content



BOOKS FOR FASHION HAVEN
Persona's name

Short summary of
the persona

A fashion show
is the perfect
oppourtunity to
showcase your
brand's range

If your make
decisions
quickly, you are
someone who
is decisive

Your vision is
your most
important
dream or
mental picture

In fashion show
model dressed
in the clothing
created by the
designer

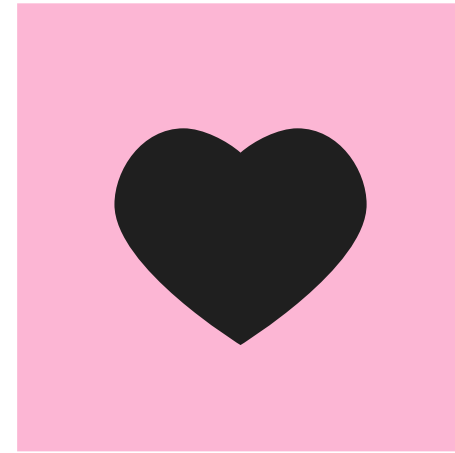
It can also be a
set of dreams
and long term
goals

You can display a
variety of looks
from casual to
formal and
everything in
between



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?