



Says

What have we heard them say?  
What can we imagine them saying?

a passionate  
London based  
team inspired to  
match great  
people with great  
opportunities

people-  
gathering had  
to be canceled  
due to the  
pandemic.

increasingly  
conscious of  
environmental  
issues



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

you will never  
run out of  
space to  
express  
yourself

represents  
the persona  
and  
attitudes.

Fashion designers  
also need a strong  
portfolio, work  
experience, and a  
professional network  
to break into the  
fashion industry.



**fashion haven**  
Short summary of  
the persona



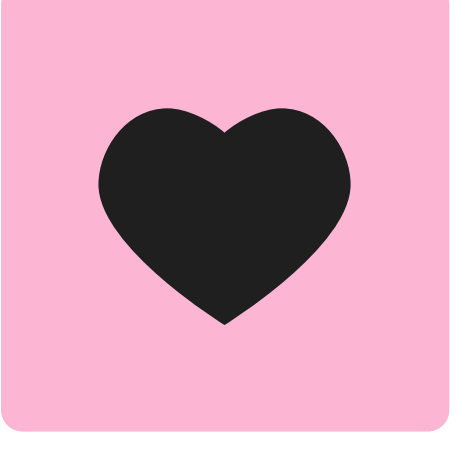
Does

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

Fast fashion  
can be  
defined as  
cheap, trendy  
clothing

Muslim and  
Hindu women  
wore notably  
different articles  
of clothing

stimulates  
impulsive  
buying



Feels

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

Fear that you'll waste  
money on things you'll  
never wear.

Fashion trends  
can create a  
sense of  
pressure to  
conform and fit  
in with others

Fear of failure is  
one of those things  
that seems to be in  
constant existence  
when you're a  
business owner.