



Says

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

classy
collection

syle is a wayto
say who you
are without
having to
speak

we get the
attention we
deserve



Thinks

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

sophisticated
style

turning the
emphasis
from quantity
to quality

fast fashion
creates
waste
problem



vivekadharshini
Short summary of
the persona

we will also
benefit from
a personal
stylist

perfect
vintage retro
or unusual
styles

supporting
local and
small
businesses

it involves
huge cost

sustainable
andenvicnmentaly
friend

brands that
don't define
you,but
compliment
your



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?