

MIA KRYSA

THE HEAVILY-INFLUENCED
TRENDY SHOPPER

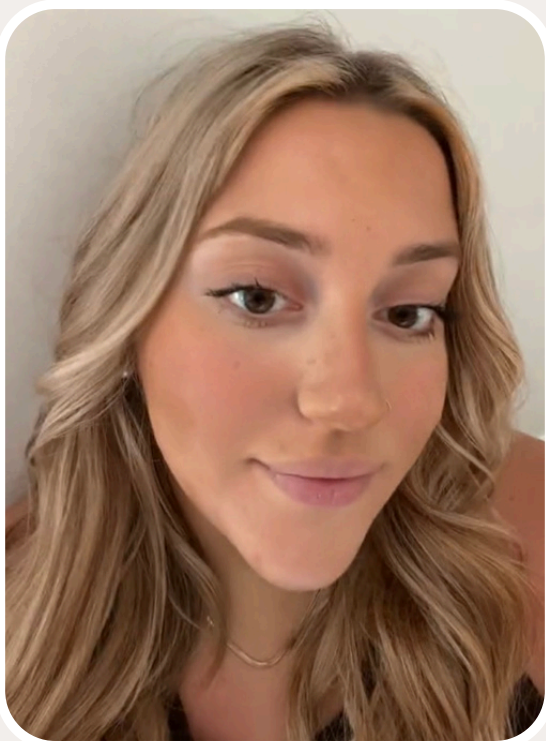
AGE: 25

SEX: FEMALE

EDUCATION: GRADUATE STUDENT

JOB: WAITRESS & BUSINESS
OWNER

LOCATION: THOMPSON, CT



BIO

I'm a girl who loves fashion, especially when it's simple, clean, comfortable, and on-trend. I get most of my outfit inspiration from TikTok, Instagram, and Pinterest. Shopping and planning outfits are two of my favorite pastimes. Online shopping is something I enjoy because I can order clothes in my free time rather than take time out of my day to run errands. I also love to read, write, travel, learn, and cook.

INFLUENCERS



MOTIVATION VS. ABILITY

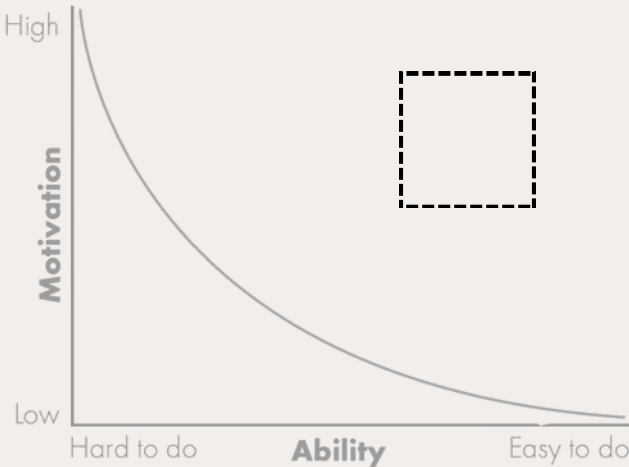
Motivation: It's fun to shop, makes you feel confident when you have a new outfit to wear. I also love to show off new outfits to friends and even strangers

Inhibiting Factors: with a full-time job, a business, and school, it can be hard to find time to shop. Looking to influencers sometimes takes the thought out of what to buy

Possible Triggers: Sales, professional events, influencer posts a clothing haul, Abercrombie's weekly drop on Thursdays

GOALS

- Stay up to date on trends
- Use my time for shopping online rather than take time out of my day to go to the mall
- Buy more timeless pieces
- Dress more professionally, even on my days off

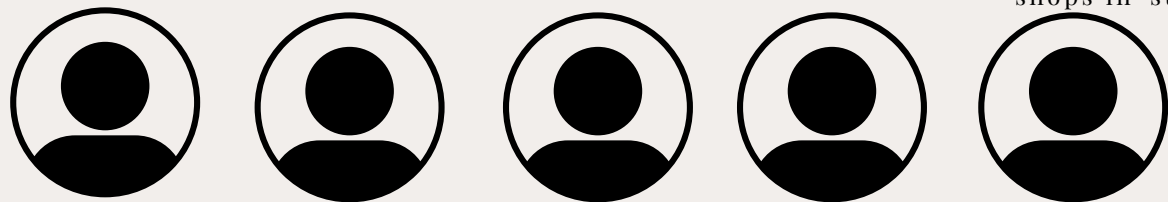


Shopping is incredibly easy to do, especially online. All you have to do is visit Abercrombie's website and get inspiration from them or other sites like Pinterest. Mia's motivation to shop is high.

PERSONA MATRIX



RELATED PERSONAS



FASHION
BLOGGER

BEST
FRIEND

STYLIST

ABERCROMBIE
EMPLOYEE

OCCASIONAL
SHOPPER

Abercrombie
& Fitch

JULIA SMITH

THE THOUGHTFUL, OCCASIONAL
BUYER

AGE: 34

SEX: FEMALE

EDUCATION: BACHELORS DEGREE

JOB: BUSINESS DEVELOPMENT
DIRECTOR

LOCATION: BOSTON, MA



BIO

Julia is a hardworking young businesswoman at a marketing firm in Boston, Massachusetts. She loves to look put together in the office but doesn't have much time to shop. She doesn't pay attention to trends either—she only buys clothes when she has to. While always looking polished, she doesn't have many new pieces. Her inspiration comes from celebrities or other women in business. She's also currently saving to buy a home in the suburbs, so she's conscious about spending.

INFLUENCERS



MOTIVATION VS. ABILITY

Motivation: Her main motivators are to succeed at her job and to buy a home. She's not extremely motivated to go shopping often, but might get an itch here and there as the seasons change.

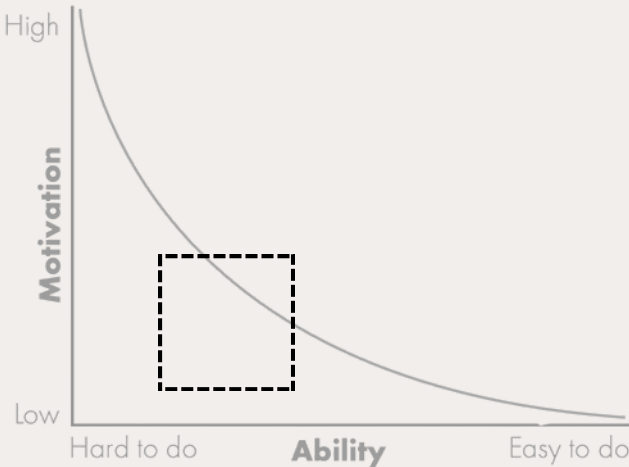
Inhibiting Factors: With a full-time job, a business, and school, it can be hard to find time to shop. Looking to influencers sometimes takes the thought out of what to buy

Possible Triggers:

Sales, bonus at work, great deal on a dream home, promotion

GOALS

- Re-use pieces to make new outfits as much as possible
- Save money for a new home
- Simple outfits to save time and brain power
- Wants to mix and match!

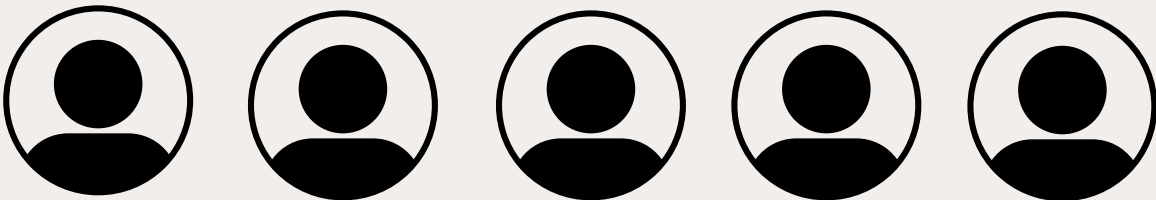


Since Julia is so busy at work, it's hard to find the time to shop. She also doesn't care much about it, so there's not much motivation to find new pieces. She knows trends come and go.

PERSONA MATRIX



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