Persona 1

Luxury Shopper
Isabella

Demographics

- **Age:** 42
- **Location:** London, UK
- **Income:** High (six-figure salary)
- **Occupation:** Art gallery owner

Goals

- Invest in timeless, high-quality pieces that reflect her status and personal style.
- Support brands that align with her values, including sustainability and exclusivity.

Behaviours when engaging with brands

- Prefers personalized shopping experiences, such as private appointments or exclusive events.
- Engages with brands through luxury magazines, high-end boutiques, and social media influencers.
- Values craftsmanship and heritage over trends.

Key motivations and expectations

- Seeks transparency about the origin of materials and ethical production practices.
- Expects brands to demonstrate leadership in sustainability without compromising on quality or exclusivity.

Barriers to sustainable fashion

- Skepticism about whether sustainability claims are genuine or just marketing tactics.
- Limited availability of sustainable options in the luxury market.

Persona 2

Budget-Conscious Parent
Emma

Demographics

- **Age:** 37
- **Location:** Birmingham, UK
- **Income:** Low to moderate (part-time worker)
- **Occupation:** Stay-at-home parent with a side business

Goals

- Provide affordable, durable clothing for her family.
- Make sustainable choices when possible, but prioritize cost and practicality.

Behaviours when engaging with brands

- Shops at high-street retailers and online marketplaces for deals and discounts.
- Relies on word-of-mouth recommendations and online reviews.
- Occasionally participates in clothing swaps or second-hand shopping.

Key motivations and expectations

- Motivated by affordability and convenience.
- Expects brands to offer practical, family-friendly solutions (e.g., durable, easy-to-wash clothing).

Barriers to sustainable fashion

- Perception that sustainable fashion is out of her price range.
- Limited time to research sustainable options.

Persona 3

Trend-Driven Gen Z Shopper
Raj

Demographics

- **Age:** 21
- **Location:** Brighton, UK
- **Income:** Low (student)
- **Occupation:** University student studying fashion design

Goals

- Stay on top of the latest fashion trends while expressing individuality.
- Support brands that align with his values, such as inclusivity and sustainability.

Behaviours when engaging with brands

- Frequently shops online and engages with brands on TikTok, Instagram, and YouTube.
- Participates in resale platforms like Depop and Vinted to buy and sell second-hand clothing.
- Values brands that collaborate with influencers and create buzzworthy campaigns.

Key motivations and expectations

- Motivated by brands that combine sustainability with trendiness and affordability.
- Expects brands to be transparent and authentic in their sustainability claims.

Barriers to sustainable fashion

- Perception that sustainable options are less trendy or harder to find.
- Limited budget to invest in higher-quality, sustainable pieces.

Persona 4

Busy Professional
Amara

Demographics

- **Age:** 35
- **Location:** Edinburgh, UK
- **Income:** Moderate to high (mid-level manager)
- **Occupation:** Marketing executive

Goals

- Build a versatile wardrobe that balances professionalism with comfort and style.
- Support brands that make sustainability easy and accessible.

Behaviours when engaging with brands

- Prefers online shopping due to time constraints.
- Engages with brands through email newsletters, LinkedIn, and Instagram.
- Values convenience, such as curated collections or subscription services.

Key motivations and expectations

- Motivated by brands that simplify sustainable choices (e.g., capsule wardrobes, clear labeling).
- Expects brands to provide practical solutions, such as clothing care tips to extend product life.

Barriers to sustainable fashion

- Lack of time to research sustainable options.
- Perception that sustainable fashion requires more effort (e.g., special care instructions).