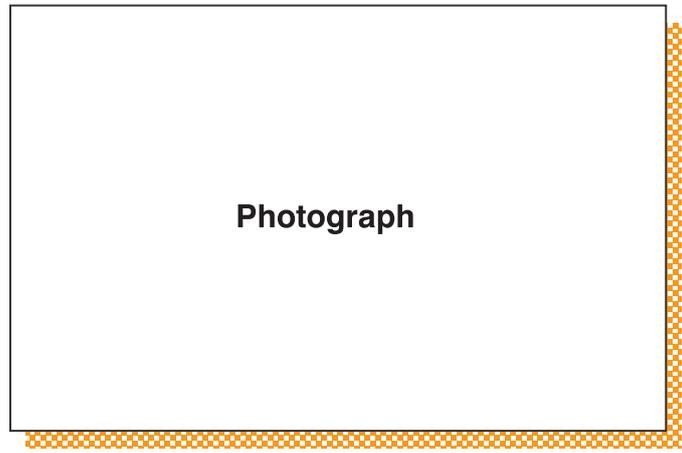


**Name:**

**Quote:** what they are most likely to say

**keywords:** words that are an instant overview of their life and personality



**Job:**

**Age:**

**Family:** include pets

**Location:**

**Education:**

**Groups/interests:**

**Brand associations:**

**Media and news sources:**

**Digital ability:** Limited/basic/advanced

**Level of online trust:** Low/medium/high

**Goals:**

**Challenges:**

**Awake at 3am:**

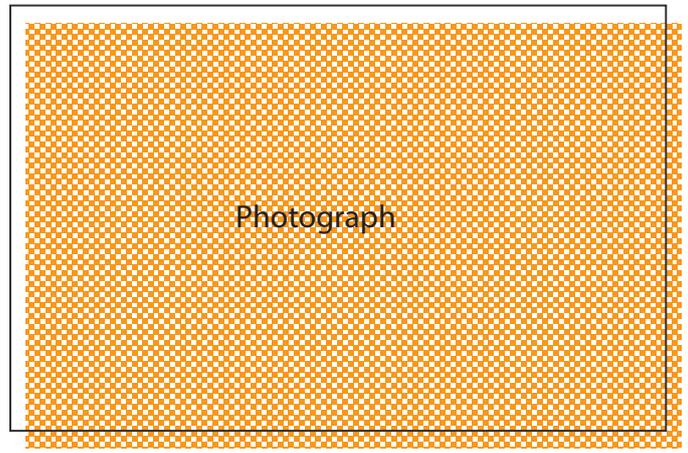
Attribute	Away from (pain)	Towards (pleasure)
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**Story:**

# Jane Walker

“You can never have enough shoes or hand-bags”

Fashion forward, sociable, on-trend, stylish, hard-working, busy



Job: Fashion store manager

Age: 34

Family: Lives with boyfriend Scott. An hour's drive to parents, visits every 2 weeks. One sister in London, not close. No children.

Location: Manchester

Education: Finished high school at 18. Achieved 6 GCSEs and 2 A Levels.

Groups/interests:

Gym, restaurants (Restaurant Bar Grill, The Trinity), city centre bars (only current on-trend bars), shopping (designer fashion and vintage boutiques) cinema, Secret fashion groups, spa days

Brand associations:

Tescos, Zara, Selfridges, Reiss, Space NK, Harvey Nichols, My-wardrobe.com, lovethesales.com, Groupon, Vogue, Jo Malone, Kurt Geiger, ebay, rockmyvintage.com

Media and news sources:

Grazia, Heat, Elle, Marie Claire, Vogue, glamour

Jane reads several fashion blogs to keep informed about latest trends and takes this seriously

Digital ability: advanced

Level of online trust: high

Goals:

Jane is confident and is pleased with her success. Her ambition is to open her own clothing store. She would like to start a family first and this is more important to her. Jane would like her boyfriend to propose. Jane wants to buy a house in the suburbs by next year.

Challenges:

She doesn't want to wait much longer to have children and is impatient for boyfriend Scott to propose. The lack of commitment makes her feel insecure and out of control so she compensates by being very controlling in her job as manager. Keeping in shape and looking good is very important but takes a great deal of time.

Awake at 3am:

Wanting to get married and have children  
Looking old  
Achieving sales targets

Attribute	Away from (pain)	Towards (pleasure)
Busy	Always in a rush	More Time
Fashionable	Out-of-date	Being first & unique
Broody	Ticking clock...	Getting married

Story: Jane and her boyfriend of five years live in a city centre apartment and have one car.

She works in a designer clothing store as a manager and loves the perks of discounted clothing.

Jane starts work at 9.30 till 6 and always works Saturdays.

She goes to the gym 3 evenings a week and meets her girlfriends for a drink every Friday night.

Jane has been using the internet for 8 years and uses email, facebook and twitter on a daily basis to keep in touch with her network and to keep up with fashion trends.

Jane is very fashion conscious and style is important to her personally and in her career. As she receives a substantial clothing discount at work she purchases the majority of her clothes from the store.

She prefers to source unique items so she can keep her status as a fashion forward individual and not have items the same as her employees. If she can find a vintage handbag she would feel a surge of adrenaline at the thought of her employees admiring her find and feeling superior.

Delivery times are important for her being able to purchase online as she is out of the house all day.

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