





- All Ages
- Unisex wear
- Fashion aware
- Always on the move
- Likes to mix and match styles as well as prints
- Likes to dress simple but effective
  - Expresses themselves through their clothing
  - shops at high street brands but elevates it through stylingbold
  - adventurous to try new styles
- loves to wear bandanas / bandana print items
- would wear my collection as part of their everyday as pieces
- they would integrate my collection with their current wardobe





