Target Audience

Craft a target audience for your selected business

Target Audience Name: Artistically Fashionable Haven

Needs

Interested in unique fashion choices to express herself and stand out from the crowd. She uses statement jewelry pieces to express her personality on a daily basis.

Demographics

Age: 16-35

Gender: Female

Education/Occupation: College Grad/Graphic Designer

Location: Portland, Oregon



Interest

Fashion

Art

Photography

Makeup

Behaviors

Gets fashion inspiration on instagram

Shops online

Enjoys more artistic activities rather than active ones.

Supports small businesses