



Anna Lewis

“The older I get, the more I realize the importance of my role in keeping our planet healthy.”

“I’m an advocate for self expression in the form of fashion, which has lead to a very extensive clothing collection.”



24 year-old single woman



New York City resident



Works in advertising/agency



Strict budget

Goals

- To maintain a sense of personal style, while consistently making ethical clothing purchases
- Eliminating purchases from fast fashion retailers

Motivations

- She knows, in general, that our planet is in danger if society continues to go on the way it has been.
- Reducing the size of her oversized clothing collection of low-quality garments
- Buyers guilt after fast fashion purchases

Frustrations

- Her ability to buy sustainably is hindered by the price of ethical clothing
- Sustainable fashion sources are limited

Online Reading Environment

What?

Desktop computer / Laptop / Phone

Where?

Desktop computer: Work

Laptop: Home

Phone: Anywhere

When?

Desktop computer: Periodically on her lunch breaks

Laptop and Phone: At night, after work, or when she is on the go

Why?

Leisure / Education / Personal Interest / Values

Gets her fashion inspirations from...

Brick and Mortar Fashion Shops



Online Fashion Shops



Social Media Fashion Pages

