



Trendy Terah

Florist

24 y/o

USA, San Diego

### ● Biography

I grew up in a small suburb outside of San Diego and I absolutely love getting dressed in the morning. As a florist, it's super important for me to look and feel my best. Not always an easy thing to do. But Dear Survivor offers a way to find both. I wouldn't say I've been the most socially or economically conscious buyer, but over the years I've seen how much the products I use can affect the environment. I want to change my relationship with fast fashion, while also looking great.

**"I look for items that are really unique and not mass-produced. I'm very much for causes, it makes prices a less of a priority."**

### ● Motivations

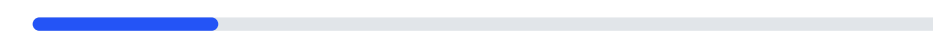
- Make it fashionable and cute
- price isn't my #1 priority
- I want to look great in a unique piece
- I am less motivated by helping others

### ● Frustrations

- I don't know a lot of brands with ethical practices
- Getting information about brand's ethical practices is hard
- I wish brands would tell me more about their process.

### ● Characteristics

Income level



Education

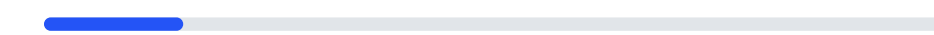


Fashion Sensibility



### ● Customer Motivation Type

Environmental



Design Esthetic



Social Justice

