



Sensible Supporter

Marketing director

50 y/o

USA, Los Angeles

● Biography

I started my journey to environmentally concisousness when i was very young. Having been born in Europe and growing up in Canada has had a huge impact on the way I view my impact on the environment around me. My aunts taught me to utilize the natural resources around me, and i think that had reall shown me how to take into account what I use on a daily basis. As a survivor of abuse, I'm 100% committed to supporting brands that give to organizations that seek to serve survivors of abuse/.

"Products I buy almost always a must-have some type of environmental or social impact."

● Frustrations

- Anxious about the environmental impact of fashion
- The lack of sustainable fashion options
- The lack of sustainable fashion brands that are esthetically pleasing

● Customer Motivation Type

Environmental



Design Esthetic



Social Justice



● Motivations

- Be respectful of the environment
- Maintain an Attractive Brand
- Give back to causes I support
- Never forget what you started out as

● Characteristics

Income level



Education



Fashion Sensibility

