

# TARGET MARKET PROFILE



NAME AGE

LOCATION

living arrangements

INCOME

*favourites: movies,  
music AND munchies*

LITERATURE: BOOKS, MAGS & PAPERS

SOCIAL MEDIA: BLOGS,  
HANDLES & RELEVANCE

METHOD OF TRANSPORTATION

HANGOUTS &  
SHOPPING HABITS

## LIFESTYLE HABITS



## MORALS & VALUES



## PERSONAL VALUES

CAREER GOALS

CLOTHING VALUES: PRICE, BRAND,  
QUALITY, CONVENIENCE, LONGEVITY,

*innovator or laggard*

FASHION LEADER OR  
FASHION FOLLOWER