



Katie

24
AGE

Interior Design
OCCUPATION

Single
STATUS

Charlotte, NC
LOCATION

Female
GENDER

The Dreamer
ARCHETYPE



"Fashion is a huge part of who I am – I'm thankful my love for creativity can be expressed in both what I wear and what I do."

Bio

Katie is a creative through and through. Her passion for her job in interior design is something she has enjoyed doing and dreaming about since she was a little girl. All those times playing house and dressing up in crazy outfits has brought her full circle. Now she loves shopping with her close friends and finding great deals on fashionable clothes and still playing dress up.

Goals

- Wants to have a well balanced life
- To feel comfortable in what I am wearing
- To discover new trends

Needs

- Wants to be able to find product information easily
- Needs to know she found the best deal
- Needs to know the product is available before making a purchase

Frustrations

- Clothes that are cheap quality
- Not being able to find what I want
- Spending too much on something

Motivations

- Express her creativity
- Saving time and money
- Keeping up with the latest trends

Brand Affiliations

