Tess Varro / Audience Intelligence Portrait

Snapshot: full_file • Track: strategy

Snapshot provenance

Snapshot: **full_file** | Records: **79,010** | Match rate: **99.3%** | Mean LTV: **$276**

JOB TO BE DONE

Strategic Brief & Geotargeting

BRAND INPUTS

Self-description: We don't do basic b*tch. Tess Varro is your go-to label for all things cool. We believe fashion has no age limit + you should wear whatever the f*$k you want. Join the fashion revolution.
Customer insight: Not only do we give a sh*t about fashion, but we give a sh*t about sustainability, including our environmental, social, and economic impact.

Audience portrait

This is an affluent, highly educated audience anchored in wealth rather than youth or trend-chasing. Midas Might (A01), Suburb Chic (A05), and Sky High (A02) — all Ultra Wealthy family personas — sit at the top of the composition alongside High Risers (G01) and Urbanists (G03) from the Educated Urbanites family. Home values cluster overwhelmingly at $1M+ (indexing +155 at $2M+), graduate degrees index +28, and household income at $200,000+ indexes +46. This is a buyer base with real capital behind every purchase, not an aspirational stretch.

Consumption posture favors considered craft over conspicuous spend: boutique fitness and barre studios, design-forward home goods, prestige skincare, and chef-driven fast-casual dining recur across nearly every core persona. Commute patterns skew toward transit, walking, and biking (each indexing +50 or more) alongside meaningful work-from-home behavior, pointing to dense urban and premium-suburban geographies rather than car-dependent exurbs. Fusion Families (B01) brings a multicultural, education-obsessed suburban layer — enrichment tutoring, global grocery, family-occasion dining — that broadens the base beyond single, childless urban wealth into ambitious family households.

What sets this audience apart from a generic premium-apparel file, measured against 31 category peers in the Women's Apparel pool: it over-indexes distinctly on Military (F04), City Chic (E02), Fusion Families (B01), High Risers (G01), and Sky High (A02) relative to peers like Evereve, White House Black Market, and Anthropologie — signaling a buyer base that is simultaneously more design-literate urban and more values-driven multicultural family than the typical premium womenswear file, with a visible service-family thread that most peers do not carry. The brand is not competing for the median premium-apparel shopper; it has assembled a wealthier, more urban-inflected, and more culturally varied audience than its peer set typically reaches.

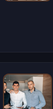
Ultra-wealthy urban and suburban core

Educated urban young professionals

Multicultural enrichment-driven families

Quiet-luxury retirees and empty-nester layer

Core audience personas



A03 — 7.56% of customers

Suburb Chic

0.98 value index

The largest single persona in the file — affluent suburban families whose value sits exactly at the audience mean, making them the backbone acquisition target, not a value outlier.

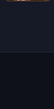


A01 — 4.87% of customers

Midas Might

1.05 value index

Ultra-wealthy, craft-literate households anchoring the brand's premium credibility with solid, at-mean value.

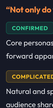


B01 — 4.63% of customers

Fusion Families

1.02 value index

Multicultural, education-driven suburban families performing right at the mean with real scale behind the read.



B04 — 4.24% of customers

Babies Burbs & Blessings

0.95 value index

A high-share suburban family core performing near the mean, part of the audience's stable foundation.



C01 — 4.18% of customers

Good Life Citizens

0.96 value index

A broad, dependable mid-share persona whose value confirms the core rather than distinguishing it.

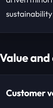


A03 — 4% of customers

Exclusive Exburbs

1.04 value index

Wealthy exurban households delivering slightly above-mean value at meaningful scale.

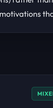


G01 — 3.85% of customers

High Risers

0.96 value index

Affluent young urban professionals who over-index nationally at +251 and anchor the brand's design-literate urban identity.

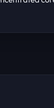


H01 — 3.65% of customers

Young Stars

1.12 value index

A high-share persona delivering value above the core band, reinforcing the audience's overall strength.

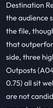


B03 — 2.95% of customers

Backyard Bliss

1.15 value index

A genuine high-value pocket — above-mean LTV on real volume, worth acquiring beyond current penetration.

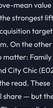


C02 — 2.75% of customers

Family & Faith

1.13 value index

An underleveraged high-value segment whose current share understates its return potential.

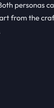


J02 — 0.63% of customers

Destination Retirees

1.47 value index

The single strongest value read in the file — affluent, leisure-oriented retirees who outperform every other persona but remain a tiny share of the base.

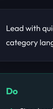


A06 — 3.22% of customers

Family Outposts

0.83 value index

A high-share persona underperforming on value — a retention and margin question, not an acquisition win.

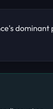


H02 — 1.69% of customers

Rising Professionals

0.77 value index

A meaningful-share urban professional segment whose value trails the audience mean by a wide margin.



E02 — 1.39% of customers

City Chic

0.75 value index

A cross-cluster legacy persona with the lowest reliable value read in the file, likely tied to a past broader-reach acquisition push.

Testing your customer insight

"Not only do we give a sh*t about fashion, but we give a sh*t about sustainability, including our environmental, social, and economic impact."

CONFIRMED **The audience cares about fashion**

Core personas — Midas Might (A01), Sky High (A02), High Risers (G01), Urbanists (G03) — all carry category signals high on premium, contemporary, and design-forward apparel and fast-fashion-adjacent DTC categories, and heritage preppy and designer apparel recur across the top-share personas.

COMPLICATED **The audience cares about environmental sustainability specifically**

Natural and specialty grocery and values-driven retail appear as category signals for Picturesque Prosperity (J01) and Satellite Scions (B02), but these sit lower in audience share (2% and 2.95%) than dominant personas like Suburb Chic (A05) and Midas Might (A01), whose signals center on prestige and craft rather than explicit environmental positioning. Sustainability-as-purchase-driver reads as present in a meaningful minority, not audience-wide.

COMPLICATED **The audience cares about social and economic impact**

Fusion Families (B01) and the multicultural family thread suggest values-conscious, community-oriented spending, and cross-cluster personas like City Chic (E02) reflect real socioeconomic diversity within the file. But the dominant wealth-concentrated personas (A01, A02, A05) skew toward quiet-luxury and craft messaging, not social-impact framing, per their own creative tags — the two threads coexist rather than reinforce each other.

What this adds: The audience is fashion-literate at every income level, but 'sustainability' as this brand frames it is a value held strongly by a values-driven minority (Picturesque Prosperity, Satellite Scions) rather than a universal driver across the wealth-concentrated core — creative built solely on sustainability risks underselling the craft-and-status motivations that move the largest personas.

Value and acquisition signals

Customer value

MIXED

Value is not uniform here, and the file rewards precision. The core of the audience — Suburb Chic (A05), Midas Might (A01), Fusion Families (B01), Babies Burbs & Blessings (B04), Good Life Citizens (C01), Exclusive Exburbs (A03), High Risers (G01), and Young Stars (H01) — carries both the dominant share and value at or near the mean, confirming these personas as the audience's true backbone rather than simply its largest segments. Beyond that core, three personas clear the band on real volume in the right direction: Backyard Bliss (B03, 1.15), Family & Faith (C02, 1.13), and Destination Retirees (J02, 1.47) all show meaningfully above-mean value on the audience side, and Destination Retirees does so with the strongest lift in the file, though at low current share (0.63%). These are acquisition targets that outperform before any loyalty program touches them. On the other side, three high-share personas underperform enough to matter: Family Outposts (A04, 0.83), Rising Professionals (H02, 0.77), and City Chic (E02, 0.75) all sit well below the mean with real volume behind the read. These are not candidates for exclusion — they carry meaningful share — but they are retention and margin problems, not acquisition wins. The immediate move is to lean acquisition spend toward the underleveraged personas' lookalikes while diagnosing why Family Outposts, Rising Professionals, and City Chic underperform once acquired: pricing fit, product-line mismatch, or a service gap worth testing before assuming it's unfixable.

Institutional memory

HYPOTHESIS

Military (F04) over-indexes at +181.2 with a coherent, distinct profile — young, on-base, renting, blue-collar-adjacent — that sits well outside the wealth-concentrated dominant families (A, B, G) driving this audience. Paired with City Chic (E02), a working- and middle-class urban persona index at +84.8 with the lowest LTV read in the file (0.75), this looks like the fingerprint of a broader-reach acquisition era — likely a value-tier or mass-audience campaign, possibly paid social or affiliate — that pulled in buyers the brand's current premium-leaning creative and pricing would not organically attract today. Both personas carry real volume (44 and 160 matched) but sit clearly apart from the craft-and-wealth throughline defining the rest of the file.

Creative direction

Lead with quiet confidence, not volume — this audience's dominant personas are explicitly wealth-concentrated and craft-literate, and their own category language rejects

Do

- ✓ Signal craft, provenance, and design point-of-view over discount or urgency language
- ✓ Use editorial typography and confident, minimal copy — assume the viewer is design-literate and skip the explainer
- ✓ Feature enrichment, wellness, and family-achievement themes for the suburban core (tutoring, boutique fitness, premium pet care)
- ✓ Place creative in transit corridors, walkable retail districts, and premium digital editorial rather than broadcast
- ✓ Reserve any sustainability messaging for its own campaign lane — position it as one dimension of craft and quality, not the sole hook

Cautions

- ! Avoid discount, clearance, or urgency-driven messaging — mass-market and discount retail are explicit category signals low across nearly every dominant persona
- ! Don't lead broadly with sustainability messaging alone; it resonates strongly with a values-driven minority but isn't the primary driver for the wealth-concentrated core
- ! Skip car-dependent suburban retail creative tropes and rural/exurban lifestyle framing — these under-index sharply across the audience
- ! Don't over-invest in broadcast or legacy mass channels; this audience skews toward transit, digital, and editorial consumption
- ! Treat the Military and City Chic threads as legacy signal, not a current targeting instruction — building new creative around them risks diluting the premium positioning that defines the rest of the file

Media recommendations

Premium digital and prestige editorial

High Risers, Sky High, and Urbanists over-index on long-form business, design, and cultural editorial consumption, and reward brands that appear in taste-literate placements.

Podcasts (business, culture, design)

Multiple core personas — Midas Might, Picturesque Prosperity, Destination Retirees — list long-form podcast consumption as a primary channel.

Transit and walkable-retail out-of-home

Commute data shows public transit, walking, and biking all indexing +50 or higher, concentrating dense urban personas in specific daily corridors.

Connected TV / streaming with sports and family programming

Suburb Chic and Fusion Families over-index on sports fandom and family-oriented content, making CTV and streaming sports efficient reach for the suburban enrichment-driven core.

Category-endemic digital around enrichment and wellness

Tutoring, boutique fitness, and wellness category signals recur across the dominant personas, making adjacency in these verticals a high-fit placement strategy.

Methodology and data boundaries:

Built from 11478 customer records matched to Social Signal's 80-persona model by email (xEmail). Persona shares and indices compare this matched file with the U.S. household baseline (131.2M households); an index of 0 is parity, and +20 or more is treated as meaningful. Value reads show each persona's average LTV relative to this file's mean (1.0 = the mean) and are reported only for personas with at least 30 matched customers. Persona assignments are probabilistic and describe segments, not individuals.