

Customer Persona



Name: Gina
Location: Apgujeong, Seoul
Age: 25
Occupation: Fashion Editor
Favorite Brands:
Sinoon, Zara, Celine, Socks Appeal, Bonne Maison

Adventurous

Energetic

Unique

Fun

Goal

To discover and embrace fun fashion items, especially small but impactful pieces like socks.

Challenges:

- Difficulty in consistently using socks from certain brands due to inconsistent model shots or Instagram posts.
- Occasionally finding unique and fun sock designs but uncertain if they align with personal style.
- Liked the socks themselves but hesitated to purchase due to model's outfit not matching personal style.
- Enjoys Bonne Maison but finds it too expensive.

Quotes:

"I wonder if there are fun and unique socks that match my style."

"Why are pretty socks always so expensive? It's hard to spend my money on them."

What we can do:

- Provide a consistent brand image through website (model shots, product shots) and Instagram posts to instill confidence in the brand.
- Offer a variety of simple and casual outfit model shots to make it easier for people to incorporate patterned socks into their style.
- Focus more on design rather than quality to offer socks at a more reasonable price.

Common Objectives:

- Unique yet affordable socks
- Socks with quirky designs that are easy to style
- Socks that pair well with simple and casual outfits

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