

emilyandfin

## Customer Profile

Within the Emily and Fin customer there are two main sub-types;  
The Vintage Customer: the ModCloth Girl, Junebugs & Georgia Peaches bloggers  
The Contemporary Customer: She & Hem bloggers, Erin Estrada  
Both customers buy into the brand for its unique look, exceptional fit and quality



Gender: Female

Age: 25-44

Economic status: Middleclass, reasonably affluent

Income level: £25,000 to 35,000 +

Occupation: Professional, Likely to work in a creative industry, Stay at home mother, perhaps working part-time

Demographic: She lives in an affluent urban area or may have moved out to a more suburban place to get more room, be near good schools or have a better quality of life for her family.

## Values

Independence

Individuality

Value for money

Lifestyle: interiors, cooking and family travel

Style to make a statement about her personality

Uniqueness

Positive body image

Quality & Fit

Friends and family relationships

Standing out and going her own way

## Lifestyle



- o She takes an active interest in food and the latest cook books. She follows the likes of Gizzi Erskine, Elly Pear and Nigella on social media and seeks out farmers markets and new products. She will try out new recipes at home with family and friends.
- o Her approach to beauty will depend on her sub-type; with the vintage customer taking more of an interest - think winged eyeliner and red lips - whereas the contemporary may be more natural.
- o She enjoys spending time with family and friends; going to galleries, shopping, for brunch and to vintage markets.
  - o She reads books and likes to keep up with current affairs.
- o She reads style and lifestyle blogs, loves Instagram, Facebook and is an active Pinterest user. She is web savvy and is just as likely to buy Emily and Fin online or offline. She is quite happy to communicate with brands by commenting on their social media accounts or by posting selfies. She cares about sustainability and ethical fashion but this is not her main motivation to buy.

## Hobbies

Movie lover  
Shopping  
News & Celebrity News  
TV & Online Video  
Travel  
Cooking enthusiast  
Home décor & gardening

New technology  
Avid reader  
Music & festivals  
Arts & Entertainment  
Crafts, sewing & textile art  
Socialising  
Tattoos

# Consumer Behaviour

- o Mix of high street retailers, independent boutiques and vintage
- o Shops regularly but does her research – will seek out free shipping codes etc.
  - o Fashion, home, lifestyle and vintage boutiques
  - o Looks for quality and value for money
- o Buys into timeless fashion which she will wear for years rather than the more trend driven, throwaway pieces
  - o Will research online and offline. Might try something on in a shop but purchase it online and vice-versa

## Reads

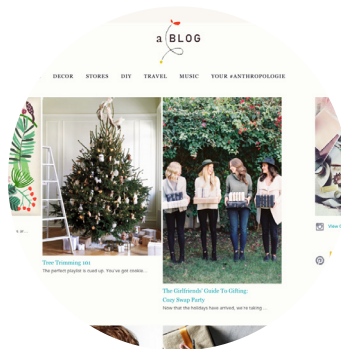


- o News on her chosen celebrities and icons via social media, blogs and online magazines
- o Can spend hours browsing styles on sites like ASOS.com and Instagram and Pinterest and will visit MumsNet for clothing forums and advice
  - o She might pick up a free Stylist magazine on her way to the station
- o Reads magazines such as Red, Grazia, Oh Comely and The Sunday Times Style and books on holiday / during her commute

## Blogs



Tigerlily Quinn



Brand Blogs



Poppy Loves London



Pandora Sykes

## Likes Brands



### High Street

Gap  
Target  
J Crew  
H&M  
Marks and Spencer  
Anthropologie  
Zara  
Banana Republic  
Old Navy  
ASOS



### Independent Brands

ModCloth  
Yumi  
Boden  
Knitted Dove  
Sugarhill Boutique  
Cath Kidston  
Collectif  
Joules  
Boden  
Pepaloves  
Nice Things  
Darling  
Vintage

## Style Icons

She aspires to the style of curent celebrities such as Zooey Deschanel and Gizzi Erskine. She likes their quirky style, cool credentials and approachability.

Her fantasy style icons would be Frida Khalo and Frenchie from Grease but her individual style isn't as out there as these figures. She also admires the style of actresses from golden Hollywood era's like Audrey Hepburn and Greta Garbo



## Our Customer

@ericakesss  
USA



@mrs\_goodheart  
Netherlands



@thandiweteisko  
Sweden



@micheletigerlily  
USA



@thecrafteditlife  
USA



@simona\_marletta  
UK

A Clothes Horse  
Full time blogger  
Age: 28  
Lives: Northern Ireland



The Curious Natalia  
Age: 20s  
From: Puerto Rico  
Lives: Jacksonville, Florida



She & Hem  
Part-time Bloggers  
Age: Late 20s  
Lives: Bristol, UK



Junebugs & Georgia Peaches  
Amanda: Trainee Lawyer  
Katie Amelia: PR (Legal)  
Age: 20s  
Lives: Nashville, Tennessee



She Loves Dresses  
Part-time Blogger  
Age: 27  
Lives: California



Led By Lucy  
Blogger and Freelance PR  
Age: 20s  
Lives: Manchester, UK &  
Berlin, Germany