



THE FREE SPIRIT MARGO

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Profile: Margo loves to spend her free time exploring nature with her dogs, listening to music, writing (mostly poetry and fiction) hanging out with friends and spending time in an unstructured way. She also likes to browse boutiques looking for unique treasures.

In addition to writing, she expresses herself through fashion. Margo doesn't want to look like everyone else. She looks for pieces that are unusual or one of a kind, made of natural materials and express her free spirited aesthetic.

Living in sunny California, Margo likes to be outside as much as possible. She enjoys exploring the desert in Anza Borego as much as a long beach walk looking for tide pools and shells. Her favorite colors are those found in nature.

Internet Usage: Margo has an iPhone 6 and a MacBook Air that she uses primarily for writing and work. Her phone is her primary portal to the internet, yet she uses her MacBook Air for work. Almost all social media and browsing is done from her phone.

Website Goals: Margo is always on the lookout for things that are unique and different. She will want to be assured that she is finding something functional as well as unique and beautiful. The materials used and the story behind the designer will be of great interest.

Wants and Needs: First and foremost, Margo will want to see high quality images of the bags from many perspectives (inside, outside, bottom of bag, etc.). Margo will want to be able to find the bio of the designer, details about the materials used, dimensions of bags, colors, inspiration for the design and price.

Age: 28

Education: Margo graduated from San Diego State University with a BA in English Literature.

Occupation: Margo works is a freelance copywriter.

Family: Margo is single. She is dating a guy she met through one of her clients. She has two dogs and lives in her own apartment in San Diego with no roommates.

Margo is the middle child of an attorney and a nurse. She has one older sister and one younger sister, both of whom live in the San Diego area.

Household Income: \$48,000.00