



Age: 32

Education: Piper graduated from Stanford with a BA in Graphic Design. She was a lightweight rower at Stanford and won three national championships with the team.

Occupation: Piper works as a Graphic Designer for MetaDesign in San Francisco.

Family: Piper is married to a Software Developer. They have a dog and a cat and live in the Hayes Valley neighborhood of San Francisco in a triplex Victorian.

Piper is the oldest child of a Technology Executive and a Human Resources professional. She was born in Seattle and has one younger brother.

Household Income: \$149,000.00

THE TREND SETTER PIPER

"She follows fashion blogs, reads magazines and is a keen observer of street style in San Francisco."

Profile: Piper is passionate about fashion. She follows fashion blogs, reads magazines and is a keen observer of street style in San Francisco. Her favorite finds are fashion forward and have clean design. She is always on the lookout for something unique.

As a former college athlete, Piper is active and fit. She loves to spend time hiking, camping, cycling and surfing the windy beaches at Ocean Beach.

Combining her love of the outdoors and her passion for edgy fashion, Piper is always on the lookout for one of a kind pieces made with natural materials.

Internet Usage: Piper has an iPhone 6 plus and a Windows laptop at work. She doesn't care for the Windows environment and uses her iPhone 6 plus for the majority of her personal internet use. Like many people her age, she takes pride in doing everything from her phone.

Website Goals: Piper is looking for cool, unique, modern accessories to combine with her high end basics to create a style all her own. She is also looking for *inspiration* as she further develops her own personal brand through fashion.

Wants and Needs: Piper wants to find inspiring imagery to help complete the picture of the brand. She will need high quality images of the bags from many perspectives, available colors, dimensions, materials used and pricing. Seeing photos of the bags with different looks would round out the picture for Piper.