



DIPALI

"I wish I can build a versatile wardrobe and not worry about having to repeat my work-wear clothes often!"

AGE 32

GENDER Female

OCCUPATION Fashion Editor & Analyst

ARCHETYPE The Rational Shopper

STATUS Married

LOCATION Bangalore, India

Dipali is 32 years old fashion Editor and Analyst, working at a reputable IT based MNC in Bangalore, India. She lives with her close friends after moving away for her career from her hometown in Chennai two years ago. She is career-driven, holds a 9-5 job and is constantly up on her toes attending business and client meetings. She is often worried about not having a versatile wardrobe with enough casual and formal clothing that she can mix and match based on her work setting for the day.

With the time she has left during the weekend she often commutes to her hometown to spend time with her family. She also shops once every 2 months for casual clothes at branded retail outlets in malls, like - H&M, Forever 21, Marks & Spencer.

She loves to browse for apparels online, read fashion blogs to know about latest trends and occasionally purchases 1-2 items. She is often hesitant and shops only when she feels the clothing is of good value and would last her a long time. She fears she wouldn't be able to buy branded clothing online in the fear of receiving an item of low quality, incorrect size & color. She hates to return/exchange clothes as she doesn't find the time to fit in her routine.

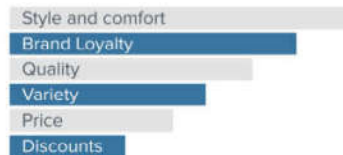
GOALS / NEEDS

- Buy casual and formal clothing of good quality and value.
- Be updated on popular and latest trends.
- Find clothes that matches her style quotient.

FRUSTRATIONS / FEARS

- Not finding clothes that fits her size.
- Fear of buying knock-offs of branded clothing online.
- Having to return/exchange clothing.
- Shopping in a crowded store during sale.

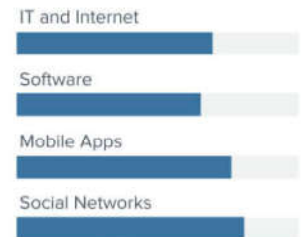
MOTIVATIONS



PERSONALITY



TECH KNOWLEDGE



BRAND AFFILIATIONS

