



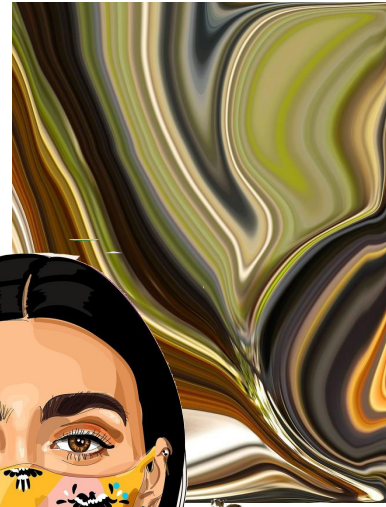
Name- Shivani Rath
Assignment - 1
CLIENT BOARD



peace and coffee



Fusion fashion lover



DEMOGRAPHIC POINTS

- **Age group:** 25-35
- **Location:** New Delhi visits places for business purposes.
- **Occupation:** Founder of fashion magazine and influencer.
- **Earning:** \$40k- \$90k per month.
- **Followers:-** 100k-300k
- **Hobby:** listening music, singing, painting.
- **Favorite place:** U.K. ,India , S.Korea

PSYCHOGRAPHIC POINTS

- Bold personality
- Speaks her mind
- Logical and practical
- Sensitive
- Wants change in the system
- Sustainable advocate
- Organic prints
- natural makeup
- cotton, linen, chiffon
- vegan leather lover
- earthy metallics colour palette
- loves colour in paper and walls

by being kind and courageous LIES SANITY