



My life gravitates around my active life, I run, bike, do cross fit, practice yoga, play tennis. I balance this with my job; I tend to have friends with whom I can share this passion, I will encourage my future family to pursue this path.

SuperFIT Martin

30 years UX designer

Lives in New York From Argentina

Happy Single & Uncle College Educated

- Bold
- Active
- Positive
- Mindful
- Challenging
- Goal-Oriented
- Passionate

BEHAVIOUR



active. dynamic. walks. committed. good eating habits. competitive. fun. Sports Moderate Fan. Balances Out & Indoor Activities. Body Centric wellbeing priority. Active Family. Active friends.

Conscious actions: food choice. convenient waste selective. no plastic bags. **Unconscious** walks/bikes. uses stairs. watch less tv.

Training stylish outfits that perform well. **Style** basic wear. quality brands. key pieces.

ACTIONS

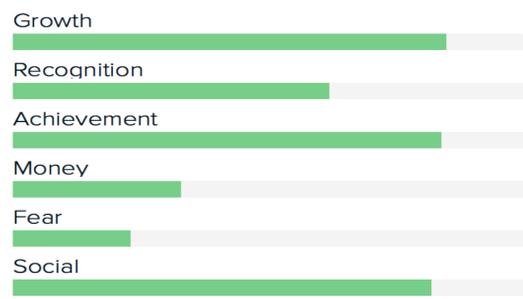
ASPIRATIONS

It's **hard to be 100% healthy**, work out, buy organic, recycle, volunteer... etc **convenience sometimes wins**

Goals

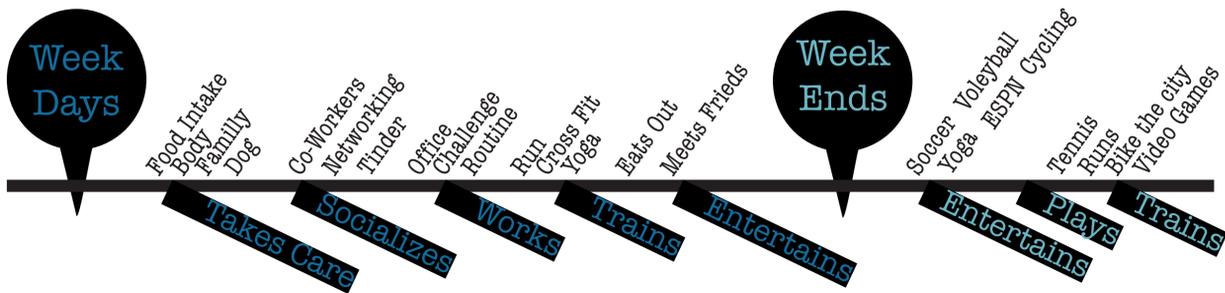
- **Challenge** myself everyday
- **Be Part** of something great
- Personal & Career Growth
- Create my own company
- Built Family
- Strive for happiness

Motivators



ROUTINES

I have a lot of **routines** related to my fitness life, this is my **lifestyle** "I **strive** to train or workout **as much as possible**."



LIKE & DISLIKES

I'm eco-conscious, but my choices are based on **availability** and **trust**. There is **no easy way I can track** fair trade, organics, origin, responsible farming. etc"

Achievements

- Challenge myself
- **Rewarding** Results
- Healthier Life
- Feeling **Good & Energic**
- A **Motivation** to eat well
- I'm **committed**

Frustrations

- I wish I had more **time**
- Is hard to find a team to practice soccer more often.
- Sustainable options are **less available**.
- I make my **choices** based on **trust**

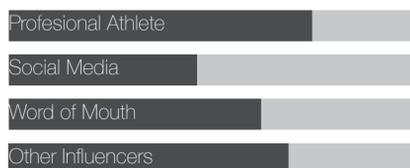
INTERACTIONS



BRANDS & LABELS



Influencers



Brand Loyalty



Clothing



Awareness





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Rachel Fashionista

30 years UX designer

Lives in New York From Argentina

Happy Single & Uncle College Educated

Bold Active Positive Mindful Challenging Goal-Oriented Passionate

BEHAVIOUR

Fashionista 50% active. dynamic. walks. committed. good eating habits. competitive. fun. Sports Moderate Fan. Balances Out & Indoor Activities. Body Centric wellbeing priority. Active Family. Active friends.	Athletic 30% Conscious actions: food choice. convenient waste selective. no plastic bags. Unconscious walks/bikes. uses stairs. watch less tv.	Sustainable 20% Training stylish outfits that perform well. Style basic wear. quality brands. key pieces.
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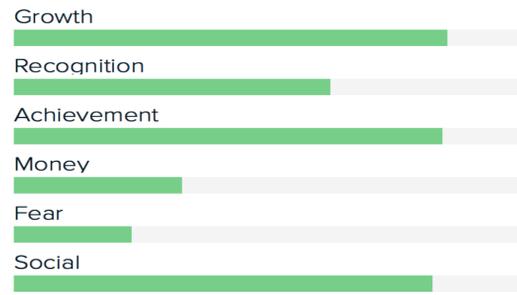
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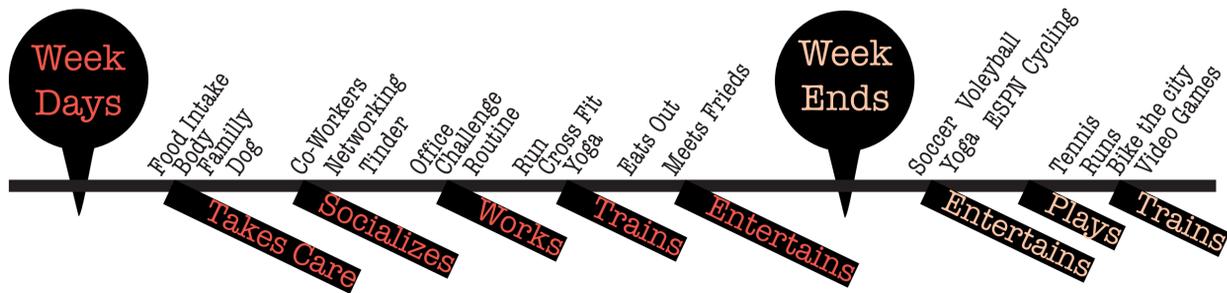
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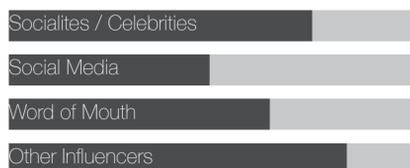
INTERACTIONS



BRANDS & LABELS



Influencers



Brand Loyalty



Clothing Choices



Awareness



My life gravitates around my active life, I run, bike, do cross fit, practice yoga, play tennis. xxxxxxxx”

Purposeful Maria

30 years UX designer

Lives in New York From Argentina

Married College Educated

Bold Active Possitive Mindful Challenging Goal-Oriented Passionate

BEHAVIOUR

Sustainable 50%	Athletic 30%	Fashionable 20%
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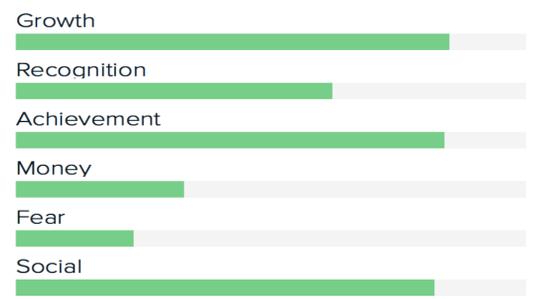
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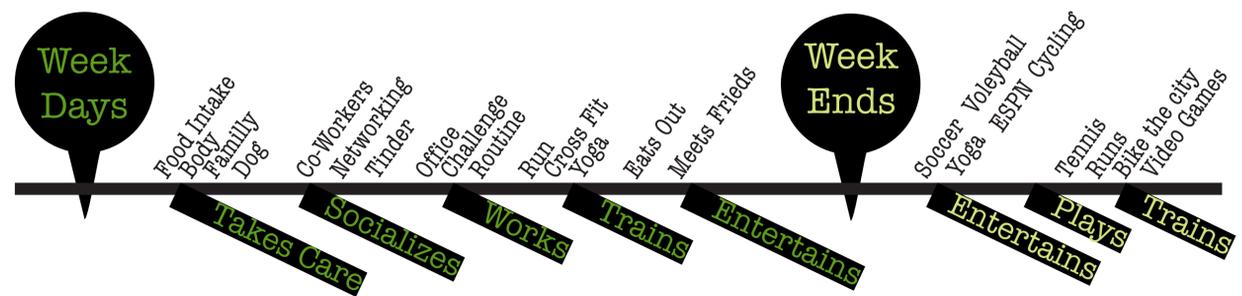
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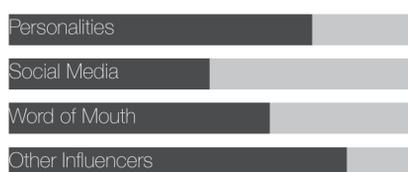
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Tim the Workaholic

30 years UX designer

Lives in New York From Argentina

Married College Educated

Bold Active Possitive Mindful Challenging Goal-Oriented Passionate

BEHAVIOUR

Sustainable

50%

Athletic

30%

Fashionable

20%

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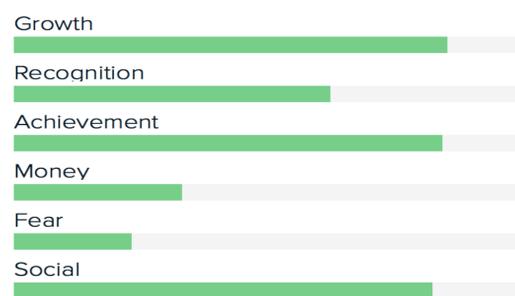
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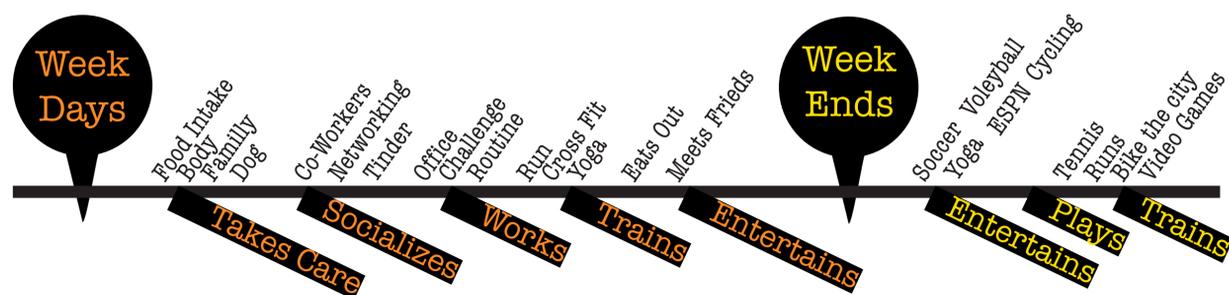
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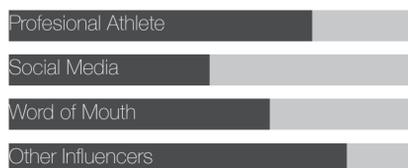
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