

Bode Consumer Profile

Interests and opinions

- Strong appreciation for American history
- Hobbies in domestic crafts
- Values traditional craftsmanship



Fashion needs

- Avoid fast fashion trends
- Seeks nostalgia
- High quality



Where and how they shop

- Estate sales
- Flea markets
- Consignment shops
- Hand-me-downs and heirlooms
- Boutiques



Brands they wear

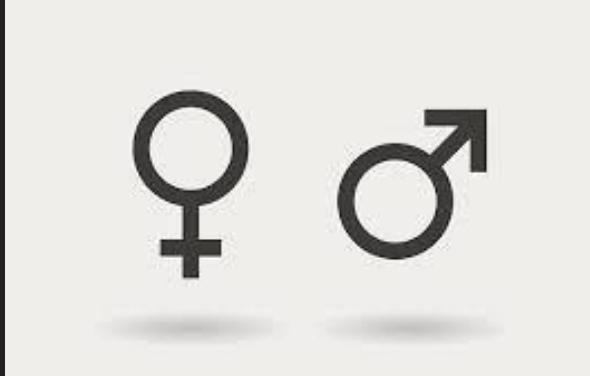
- Anthropologie
- Acne Studios
- J. Crew
- Madewell
- Levi Strauss & Co.

Brands they aspire to wear

- Polo Ralph Lauren
- Rowing Blazers
- A Kind of Guise
- Story Mfg

Demographic

- Ages range between mid 20s to 40s
- Both men and women
- Is out of school and early in professional career



Lifestyle

- Spends summer in New England
- Went to school in NYC
- Does creative work for a company
- Grew up involved in classic American sports
- Uses home as an intentional reflection of self

