



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 whith whome 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

BEHAVIOUR

Bold

Active

Possitive

Mindful

Challenging

Goal-Oriented

Passionate

Athletic50%

Sustainable30%

Fashionable20%

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

Consciuos actions: food choice. convenient waste selective. no plasticbags. Unconsciouswalks/ bikes. uses stairs. watch less tv.

Trainingstylish outfits that perform well. Stylebasicwear.quality brands. key pieces.

ACTIONS

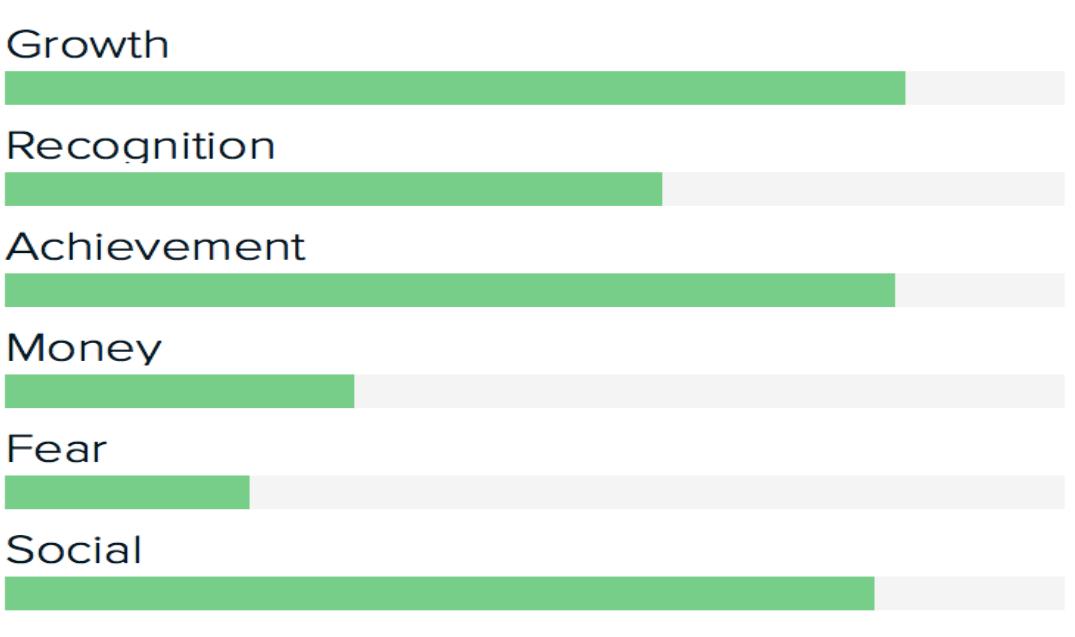
ASPIRATIONS

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

Goals

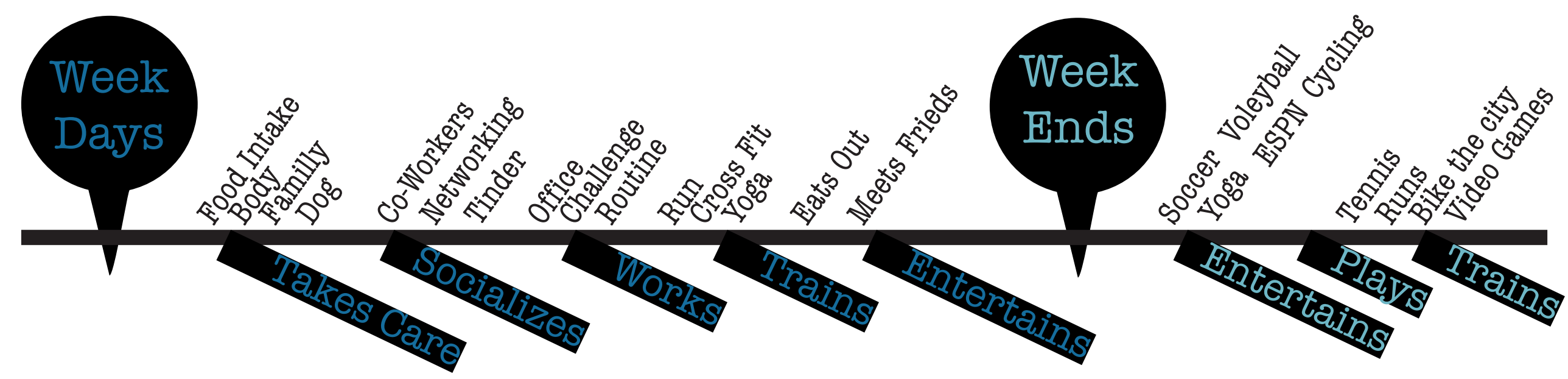
- **Challenge** myself everyday
- **Be Part** of something great
- Personal & Career Growth
- Create my own company
- Built Family
- Strive for happiness

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-concious, but my choices are based on **availability** and **trust**. There is **no easy way I can track** fair trade, organics, origin, responsable farming. etc”

Achievements

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

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 & LABLES



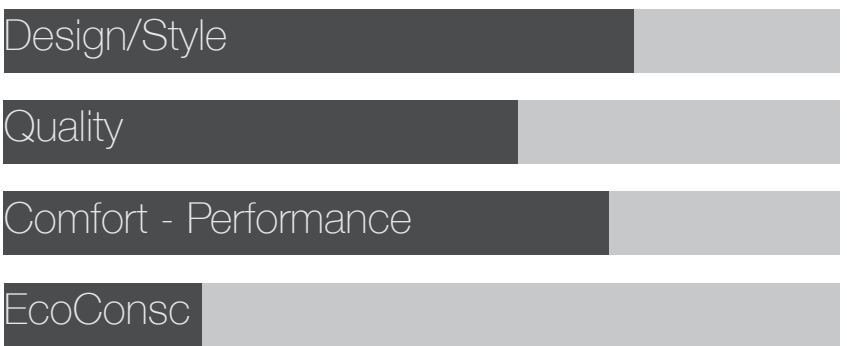
Influencers



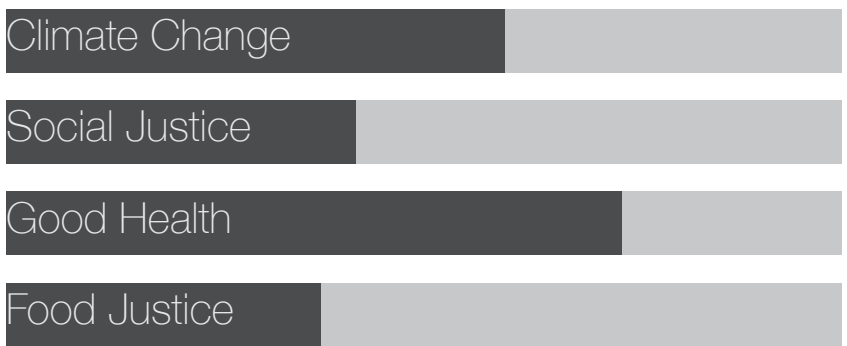
Brand Loyalty



Clothing



Awareness





Rachel Fashionista

30 years
UX designer

Lives in New York
From Argentina

Happy Single & Uncle
College Educated

Bold

Active

Possitive

Mindful

Challenging

Goal-Oriented

Passionate

BEHAVIOUR

Fashionista

50%

Athletic

30%

Sustainable

20%

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

Consciuous 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.

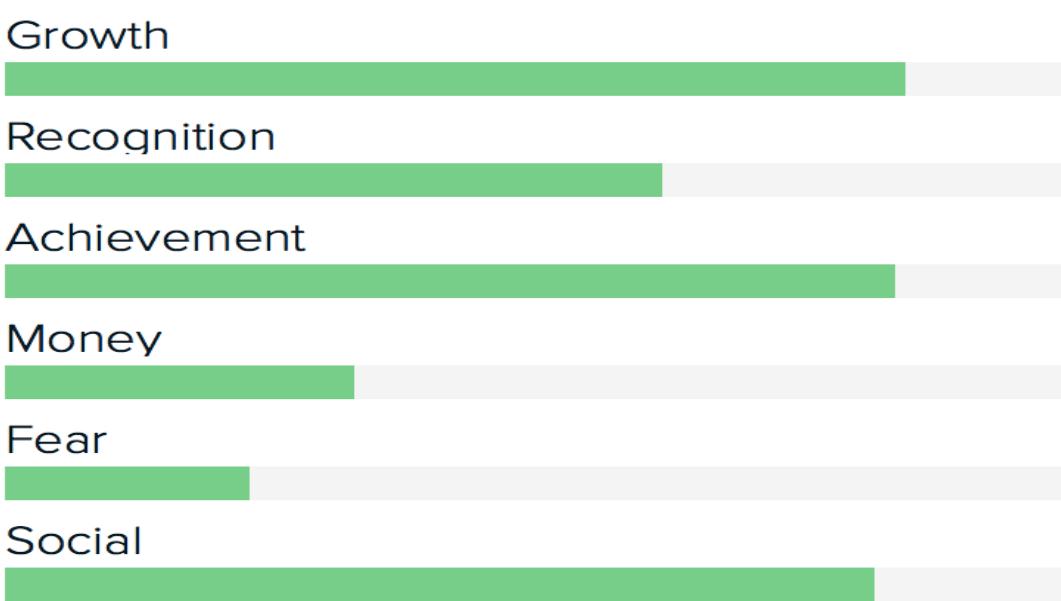
ACTIONS

ASPIRATIONS

Goals

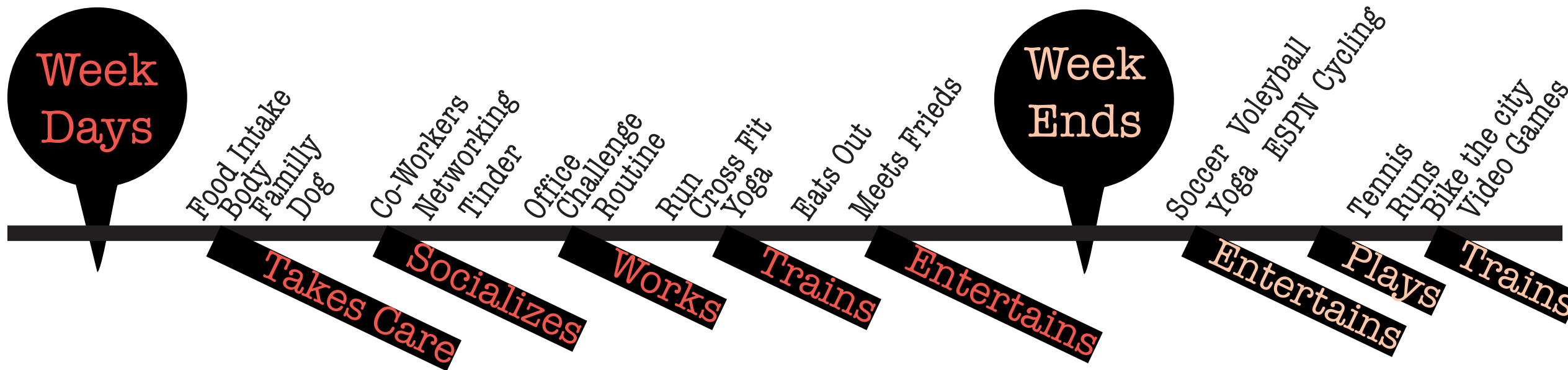
- **Challenge** myself everyday
- **Be Part** of something great
- Personal & Career Growth
- Create my own company
- Built Family
- Strive for happiness

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-concious, but my choices are based on **availability** and **trust**. There is **no easy way I can track** fair trade, organics, origin, responsibly farming. etc”

Achievements

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

Frustrations

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

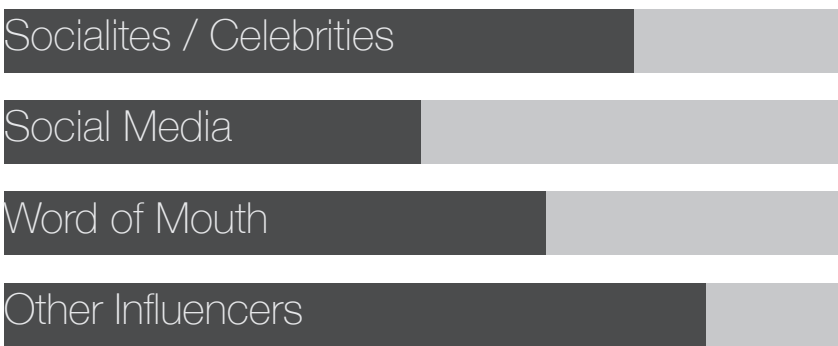
INTERACTIONS



BRANDS & LABLES



Influencers



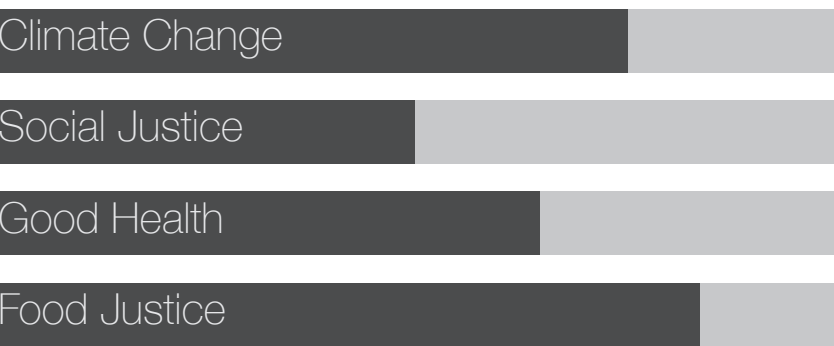
Brand Loyalty



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

Sustainable50%

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

Athletic30%

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

Fashionable20%

Training stylish outfits that perform well.
Stylebasic wear.quality brands. key pieces.

ACTIONS

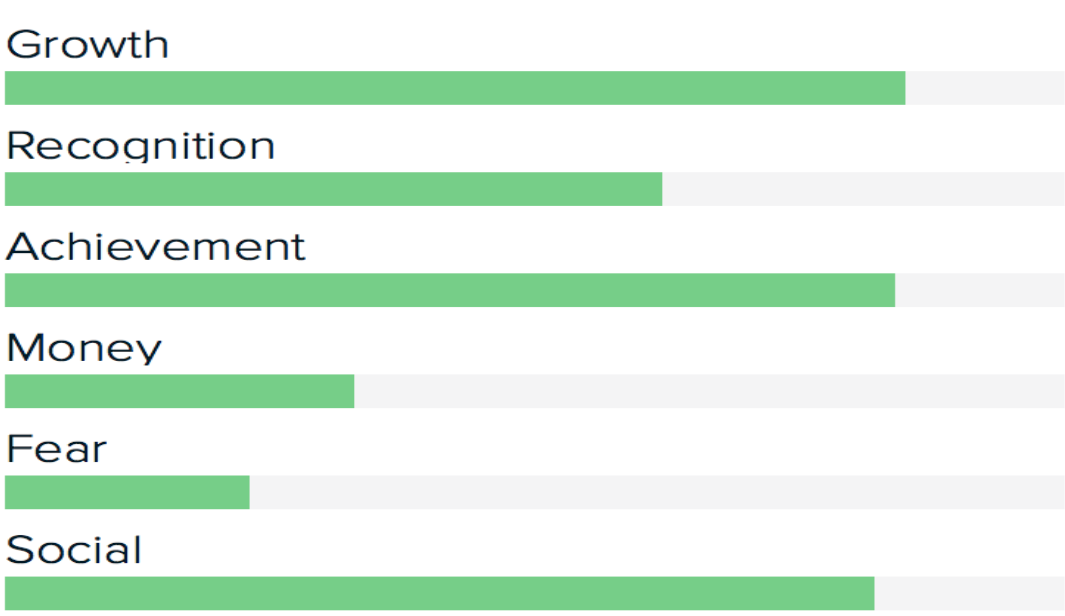
ASPIRATIONS

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

Goals

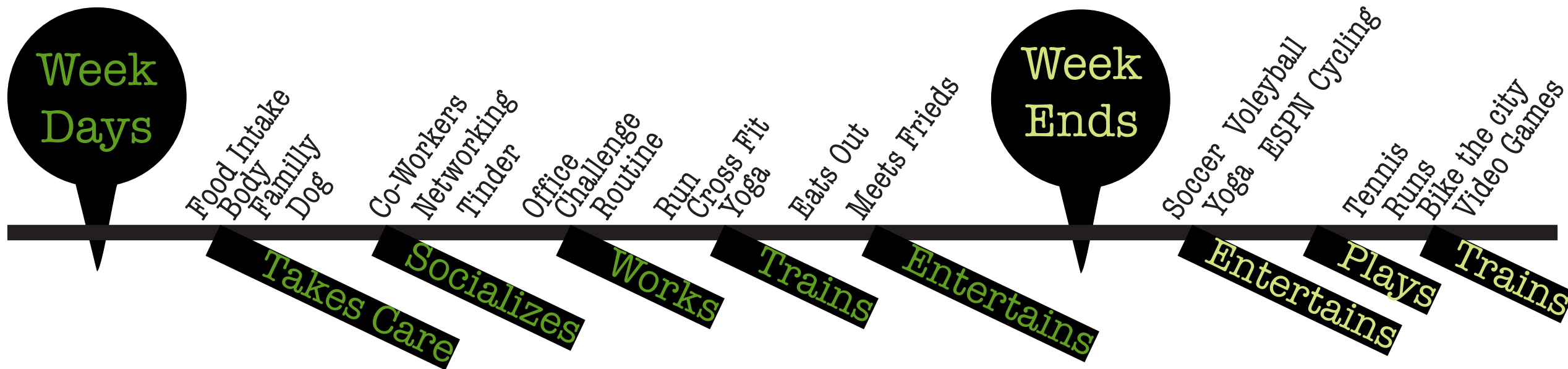
- **Challenge** myself everyday
- **Be Part** of something great
- Personal & Career Growth
- Create my own company
- Built Family
- Strive for happiness

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-concious, 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 **commited**

Frustrations

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

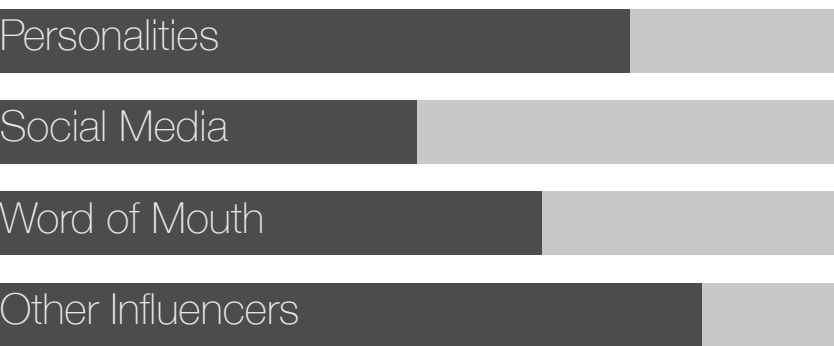
INTERACTIONS



BRANDS & LABLES



Influencers



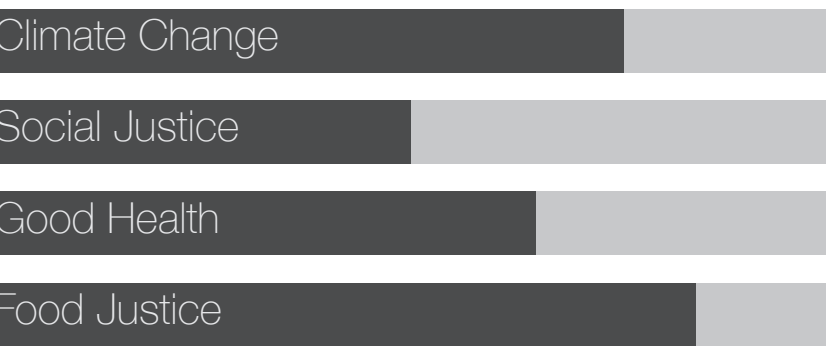
Brand Loyalty

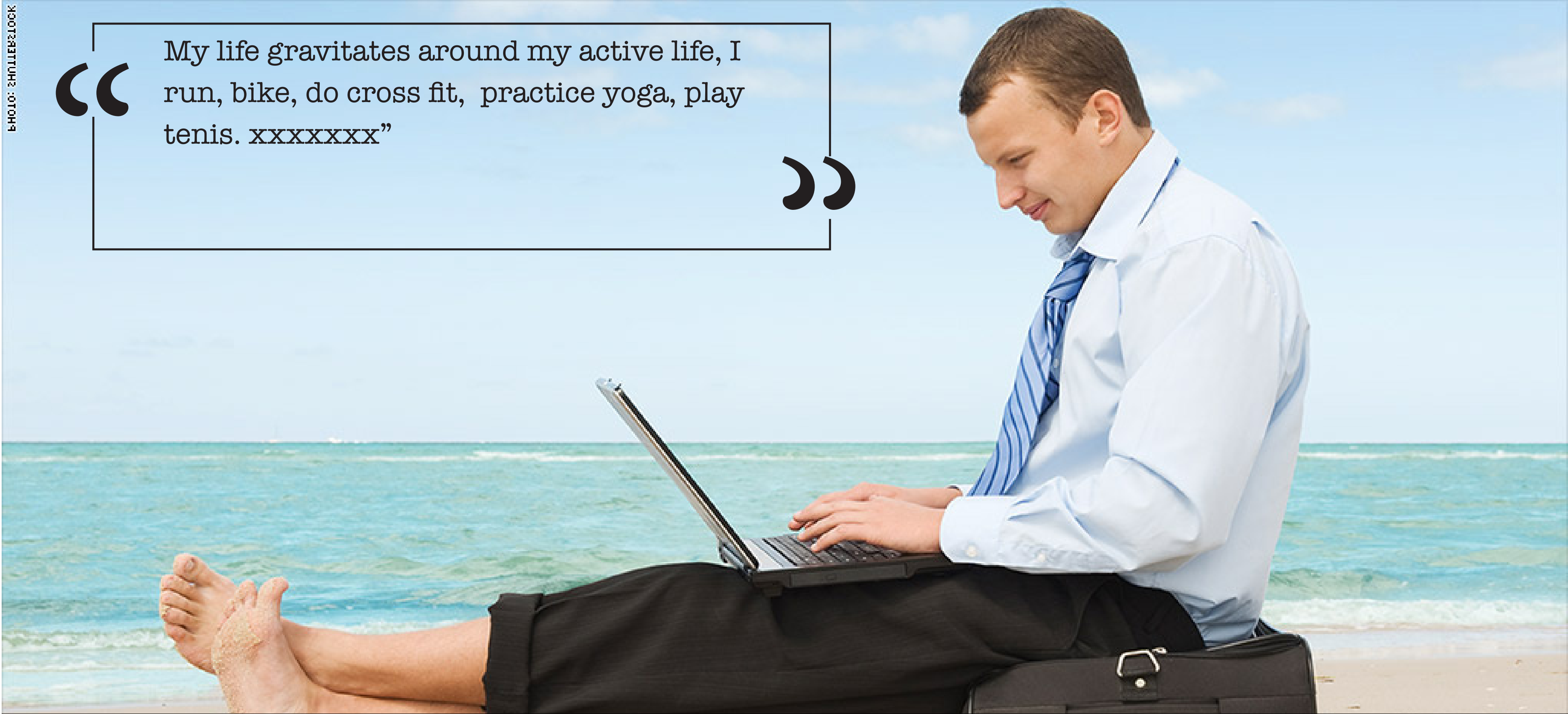


Clothing



Awareness





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

Tim the Workaholic

30 years
UX designer

Lives in New York
From Argentina

Married
College Educated

Bold

Active

Possitive

Mindful

Challenging

Goal-Oriented

Passionate

Sustainable

50%

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

Athletic

30%

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

Fashionable

20%

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

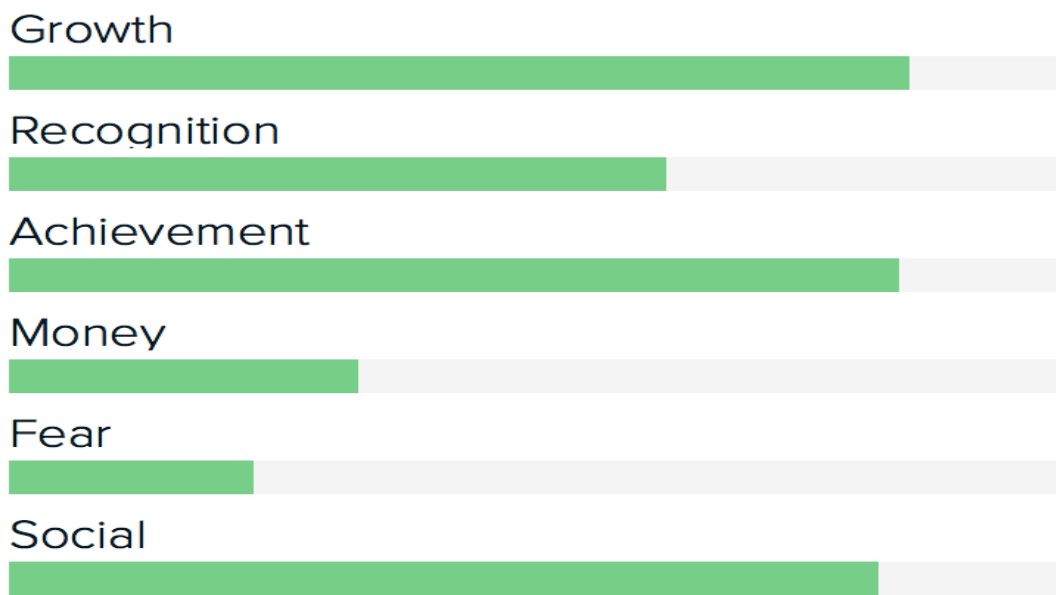
ASPIRATIONS

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

Goals

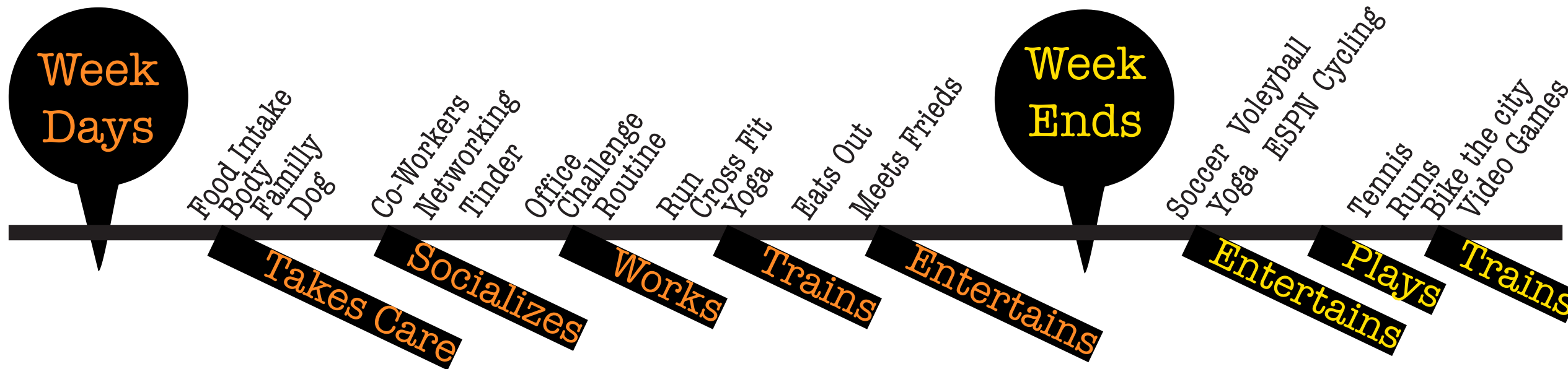
- **Challenge** myself everyday
- **Be Part** of something great
- Personal & Career Growth
- Create my own company
- Built Family
- Strive for happiness

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-concious, 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 **commited**

Frustrations

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

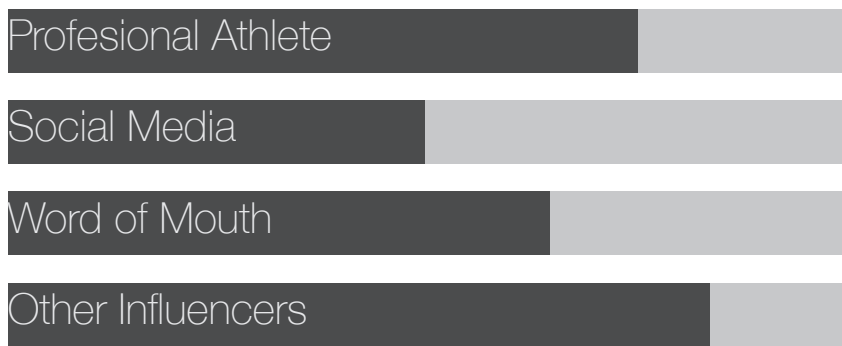
INTERACTIONS



BRANDS & LABLES



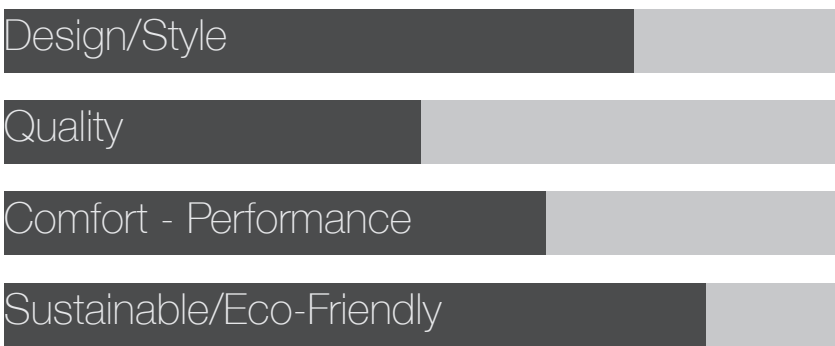
Influencers



Brand Loyalty



Clothing



Awareness

