

URBAN

— *slide*

CASUAL FOOTWEAR FOR URBAN LIFE

Meet,
CAREL BRYANT
AGE: 21

PRONOUNS: HE/HIM
LIKES TO: DRIVE AND PLAY
SOCCER



BUYER'S PERSONA



BUYER'S PERSONA

Meet,

JESSICA GREEN

AGE: 42

PRONOUNS: SHE/HER

LIKES TO: HIKE AND BIKE



LIFE IS BECOMING MORE CASUAL

of footwear purchases
by Zoomers and Millennials
are slides or casual
sneaker-type shoes

A collection of various casual shoes, including slides and sneakers, arranged in a cluster. The shoes are in different colors like grey, orange, green, blue, and pink. A large orange circle with the text '40%' is overlaid on this cluster.

40%

We are
becoming
more
casual

A detailed illustration of a green and brown slide shoe, shown from a side profile. It has a thick grey sole and a brown strap across the foot.