

AMY STEPHENS



GENDER Female

AGE 32

OCCUPATION Fashion Writer

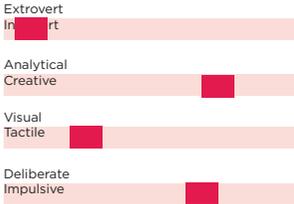
STATUS Married

PROFILE Fashionista Mom
Starting her own business was "definitely the best idea I ever had. I love being home to watch my daughter grow up and still be busy with my business"

Bio

Amy is a confident and successful fashion writer and mother of Emily, 4. The fashionable mom is an early adopter and trendsetter among her friends. She wears designer clothes and drives the latest model Tesla. She loves gourmet foods, new gadgets and beach yogilates. Spending quality time with her daughter is one of the most important things in her life and she likes to involve Emily in her environmental causes and support of the Arts.

Personality



GOALS

- Have the perfect work-life balance
- Take into account Emily's wants or needs in every major family decision
- Provide her family with fun family memories of together-time

FRUSTRATIONS

- Balancing her job and spending the time she wants with her husband and daughter can be really challenging
- When she can't find recommendations for something new she is thinking about trying
- Brands that promise the world and don't deliver

MOTIVATIONS

Amy wants it all - perfect job, perfect kid, perfect life. And she is willing to work hard to get it. She wants her family to have fun together and to be a team and "work together to make it all work."

RYAN CARMICHAEL



GENDER Male

AGE 34

OCCUPATION Software Developer for a startup

STATUS Divorced

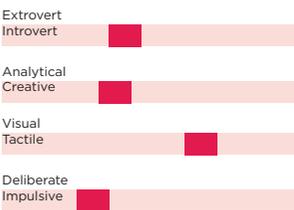
PROFILE The Single Dad

"Being a good parent is one of the most important things in life"

Bio

Ryan works hard to support the lifestyle he envisions for his family. He enjoys his work and appreciates the flexibility his job allows so he can spend time with his kids, Serafina, 9 and Troy, 7. They go to their vacation home in East Hampton on many weekends throughout the year and for 3 weeks every summer. His kids love to revisit their old faves, but are also always looking for fun new things to do in the area.

Personality



GOALS

- Wants to find fun ways to spend time with his kids
- Wants to increase kids creativity
- Highly values emotional interaction with family

FRUSTRATIONS

- Fear of disappointing his kids
- Parenting on his own can be really challenging - "It's tiring, humbling and inspiring."
- It can be tough because "you want to give your kids the universe. But you can't."

MOTIVATIONS

Ryan is "proud to wear his Dad badge" and wants to give his kids the best of everything. He wants to make sure his kids know he loves and supports them, every single day.

ASHLEE KWAN



GENDER Female

AGE 6

OCCUPATION N/A

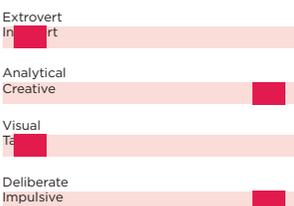
STATUS Kid

PROFILE Mini Fashionista

Bio

Ashlee is precocious and fashion forward with a mind of her own. She loves sweets, designer sunglasses, unicorns and anything pink. She takes lessons in ballet, horseback riding and violin, and she works hard to excel just like her parents. When she helps Mom with her charitable causes, she feels very grown-up. Ashlee adores twinning with her fashionable mom - or really doing anything with her mom and dad!

Personality



GOALS

- Eat as many treats as possible - while still eating healthy like Mom!
- Be the first of her friends to try new things
- Own all things unicorn

FRUSTRATIONS

- When she can't make her own choices
- When she gets something and it's not as good as it looked

MOTIVATIONS

Ashlee is a talented and loving little girl, but like most kids she wants what she wants. Most of all, she craves positive attention from her mom and dad.