
Winner's Writing Process

Who am I talking to?

- **Sex: MALE AND FEMALE**
- **Age: 18-35 years old**
- **Where are they at now?**
 - **They are fashion-forward individuals interested in unique and trendy clothing.**
- **Level of sophistication: Medium to high; they appreciate quality and style.**
- **Stage in the market awareness: Aware of current fashion trends but seeks distinctive pieces.**
- **Current state: Active online shoppers looking for fashionable, statement-making items.**
- **Dream state: Aspires to express individuality through exclusive, eye-catching fashion pieces.**
- **Level of value: Seeks value in terms of uniqueness, quality, and style.**
- **Level of idea: Open to new trends and emerging styles.**
- **Level of trust: Values authentic brands with a strong reputation for quality and customer satisfaction.**

What do I want them to do?

- **Shop Now: Purchase exclusive, limited-edition fashion items from Pastel Energy's collection.**

What do they need to experience/think/feel to do that?

- **Experience: A visually appealing and user-friendly website showcasing unique and trendy fashion items.**
- **Think: Confidence in the exclusivity and quality of the products offered.**
- **Feel: Excited and inspired by the fashion-forward designs, reassured by positive customer reviews and a seamless shopping experience.**