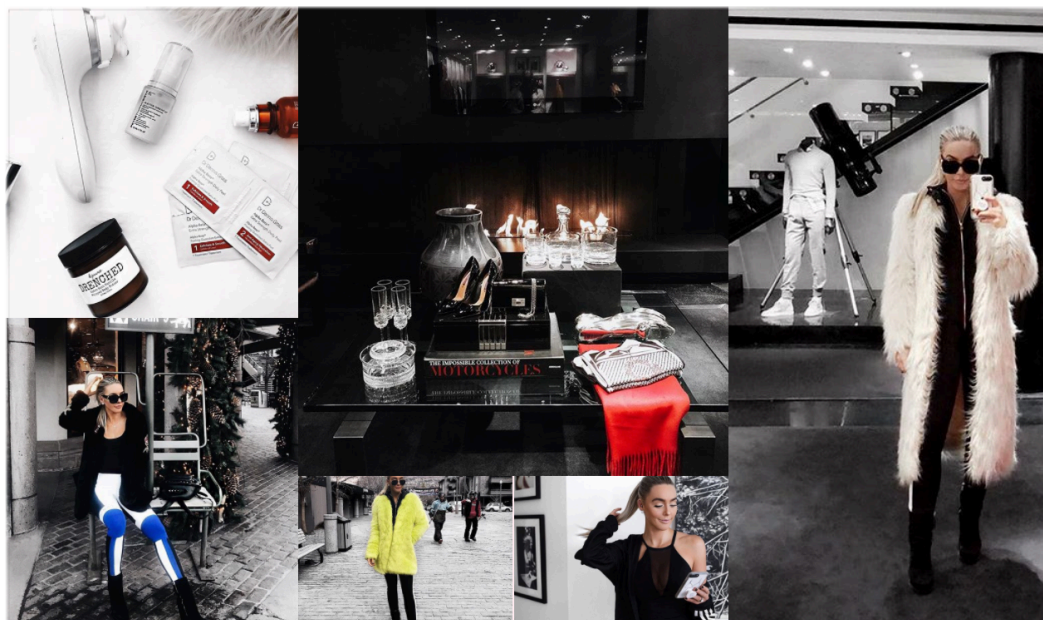


# Lauren M.

## Self-Actualizing Millennial Trendsetter



### TRIGGERS

Morning coffee | Capturing and sharing a moment in time | Anti-brands; quirky products recommended by people she trusts | Email newsletters: sales and events | Contextually relevant app notifications

### MEDIA

Fashion & Lifestyle books, blogs, podcasts and social influencers | Apps: Facebook, Instagram, Twitter, Pinterest, Sephora, [style.com](http://style.com), Amazon | Video: TED, Netflix, Prime | News: Flip book, Apple News, Google News, Daily Mail, Fast Company, Trend/design blogs | Newsletters: Etsy, Net-a-Porter, Gilt Group, Sephora, Haute-look

**@LM #OnFleek**

A 29 year old event planner living in Newport Beach.

Although she loves working as an event planner for a company, she eventually wants to start her own business. She is starting to create her own brand on Etsy and runs a blog and instagram channel. She loves fashion and follows plenty of fashion influencers on Instagram. She works hard, works out (and doesn't feel like spending \$300 a month on fitness is too much) and gets regularly groomed. She loves boutique and artisan anything. She is a vegan. She wants to get married, have kids and work from home eventually.

She's outgoing and thinks of herself as a creative.

**1**

### SOCIAL MEDIA

Facebook when lonely, Instagram & Pinterest when uninspired and Twitter when bored. Monthly shopping for fast fashion online / app. Searches YouTube for "how to" content.

**2**

### SUCCESS

Demonstrate taste, style and passions visually. Healthy work/live balance. Growth (material, financial, familial, social). Having memorable experiences.

**3**

### TRAVEL

She loves to travel, take pictures and immersing herself in different environments. She has points on the map she's been and she wants to see the whole world.

**"My mom thinks I share too much"**

"My entire decor is inspired by Pinterest."  
"\$5 for an organic artisan cappuccino is totally worth it!"