

Luxury Goods Consumer Persona

Profile Snapshot

Name: [Full Name]

Age: [30-50]

Gender: [Female]

Location: [Urban, e.g., New York, London]

Income: [\$150k+ yearly]

Occupation: [Executive/Entrepreneur]

Lifestyle & Values

- Values exclusivity, quality, and craftsmanship
- Enjoys travel, fine dining, art, and culture
- Active on Instagram and Pinterest
- Appreciates personalized experiences

Shopping Behaviors

- Browses luxury brands online and in flagship stores
- Adds items to cart but often delays purchase for second thoughts
- Responds well to exclusivity, limited-time offers, and bespoke services
- Seeks trusted brand reputation and positive reviews

Email Retargeting Triggers

- Abandoned cart
- Visited specific high-value product pages
- Engaged with previous campaigns (clicked or opened emails)

Persuasive Email Elements

- Personalized subject lines and content
- Showcase product exclusivity and limited availability
- Highlight craftsmanship and brand heritage
- Offer private shopping experiences or concierge services

Preferred Communication

- Elegant visuals, minimalist layout
- Subtle, confident tone of voice
- Clear call-to-action with exclusive invitation