

Luxury Goods Affluent Shopper Persona



Name: Charlotte Duval

Age: 41

Location: Paris, France

Income: ~350,000/year

Career: Art Gallery Director

About

Charlotte is a highly accomplished professional who values impeccable quality and exceptional service. She is well-traveled, fluent in several languages, and enjoys seeking out rare, beautifully-crafted items that reflect her sophisticated taste and status. Her purchasing decisions are guided by exclusivity, heritage, and brand reputation.

Demographics

- Married, 2 children (ages 6 & 9)
- Master's degree in Art History
- Urban dweller, high-end residential area

Goals

- Acquire exclusive, limited-edition luxury items
- Effortless and personalized shopping experiences
- Maintain a curated, refined lifestyle
- Enhance social stature and personal brand

Challenges

- Lack of time for in-store shopping
- Navigating privacy & security concerns online
- Finding truly unique items, avoiding mass-market
- Discerning genuine luxury from imitations

Shopping Behaviors

- Prefers private sales, showrooms, and invitation-only events
- Uses mobile and tablet devices for browsing
- Values white-glove delivery and after-sales service
- Influenced by expert reviews, luxury influencers, and word-of-mouth
- Follows top brands on social media for new releases

Preferred Brands

- Hermès
- Rolex
- Chanel
- Bentley
- Van Cleef & Arpels