

Fashion Buyer Persona

Profile Overview

Meet **Sophia Lee**, the trend-savvy lead buyer for a contemporary urban apparel brand aiming to stay ahead of the latest fashion trends and meet the evolving needs of modern women aged 20-35.

Name

Sophia Lee

Age

29

Location

New York, NY

Job Title

Lead Buyer

Company

Urban Muse Apparel

Education

B.A. in Fashion Merchandising

Income

\$72,000/year

Goals & Motivations

- Identify and stock trend-forward apparel that appeals to young, urban professionals
- Maintain optimal inventory turnover rates
- Expand relationships with sustainable and diverse brands
- Increase average basket value and repeat purchase rate

Challenges

- Staying ahead of rapidly shifting trends
- Balancing style variety with practical inventory constraints
- Ensuring quality while managing costs
- Competing with e-commerce giants and fast fashion outlets

Preferred Brands & Influences

- Reformation
- Zara
- Everlane
- Aritzia
- Social media influencers (Instagram, TikTok)
- WGSN, Vogue, BOF

Personality & Shopping Behavior

- Highly analytical but appreciates creative risks
- Shops both online and in physical showrooms
- Researches new lines extensively before buying
- Values sustainability and ethical production

