

Alexandra Dieck

Collection Name	Art in Motion
Theme/Inspiration	Astronomy and Dance
Season	SS13 Pre-collection
Category	Active wear

Customer Profile

Market	Junior, Dance
Age Range	15-28
Size Range	0-6
Price Range	\$800-1000

Customer Description

Muse Name	Cher Lloyd
Age	19
Occupation	Figure skater, dancer, ballerina, singer
Annual Income	\$5,000,000
Education	4 year university, bachelors in Science, double major in mathematics and Fine Arts/Dance
Residence	London, UK
Marital Status/Children	Single/None
Activities/ Hobbies	Dance, skating, painting, yoga, singing
Favorite Designers	Christian Dior, Betsey Johnson, Ellie Saab
Favorite Stores	Bergdorf Goodman, Harrod's
Where will customer go in your design?	The design is very unique and colorful. This outfit would be worn with the tutu on stage/ice during a performance or worn without the tutu for practice and regular activity wear.