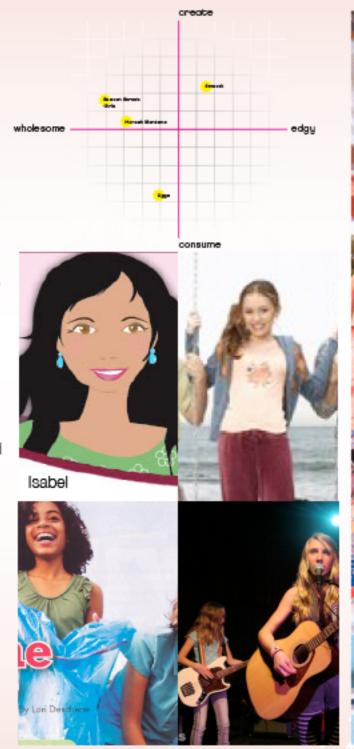
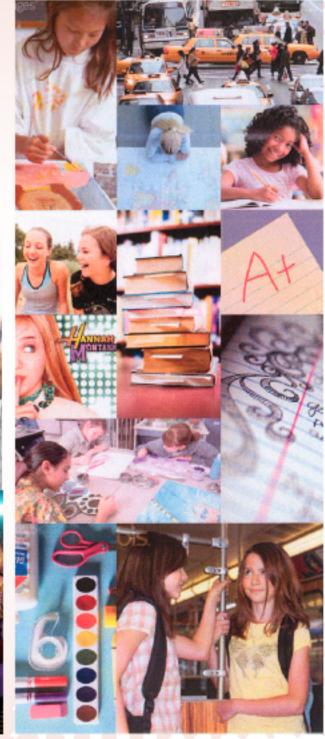


Beth's Inspiration

- Her tendencies lean toward more wholesome choices than edgy and she appreciates characters that have an artistic outlet, like art or music
- She can really relate to Isabel from the Beacon Street Girls because she is so artistic and enjoys making crafts and exciting foods with her friends.
- The website also gives her ideas of new projects that she can do with friends
- -Beth reads on Isabel's page ways she can be more "green" in her life. Her parents are also teaching her the value of being gentle on the environment. She readily takes their advice because of her love of the outdoors and her kind personality
- Hannah Montana is relevant to Beth because she also understands what it is like to really only be yourself around those she really trusts, like Miley Stewert does.
- Beth's challenge is finding a balance between her desire to be independent, seeking new and inspiring influences, and fitting in with her peers' tastes in fashion and music.



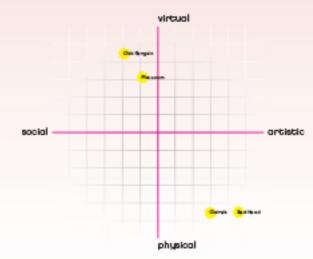


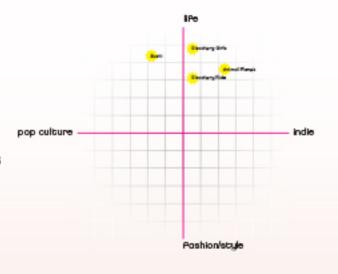
Beth's Activities

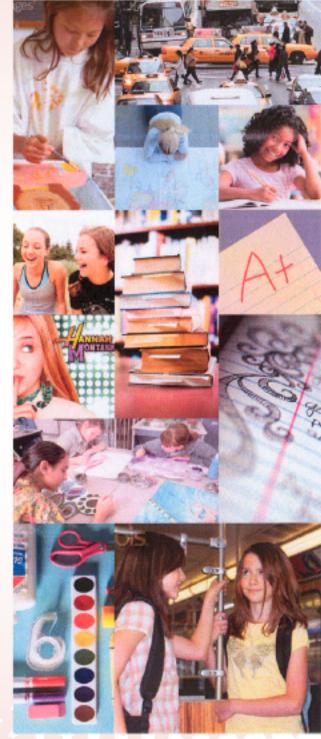
- Beth likes to plays online at Club penguin because she likes the cute animal avatars. She likes to draw cartoons of them, and hopes she will have her drawings featured on the website.
- -Beth also puts her drawings up on her piczo.com website. There, she can get comments from her friends, keep in touch with the community of artistic friends she has gained, and view the projects they are working on as well.
- She is starting to play with makeup from the drugstore, because it's just like painting. She is creative with it at home, but never wears it out.

Beth's Informative Sources

- -She reads Discovery Girls because the articles are help her navigate her quickly changing life. She also appreciates reading about other girls her age and their interests. The magazine seems more authentic to her than the older Seventeen magazine.
- -She is also not interested in reading fashion magazines, because she doesn't yet care to follow what everyone else is wearing. She likes to read some advice on styling, but as long as the styles are cute and fun, she thinks its cool.





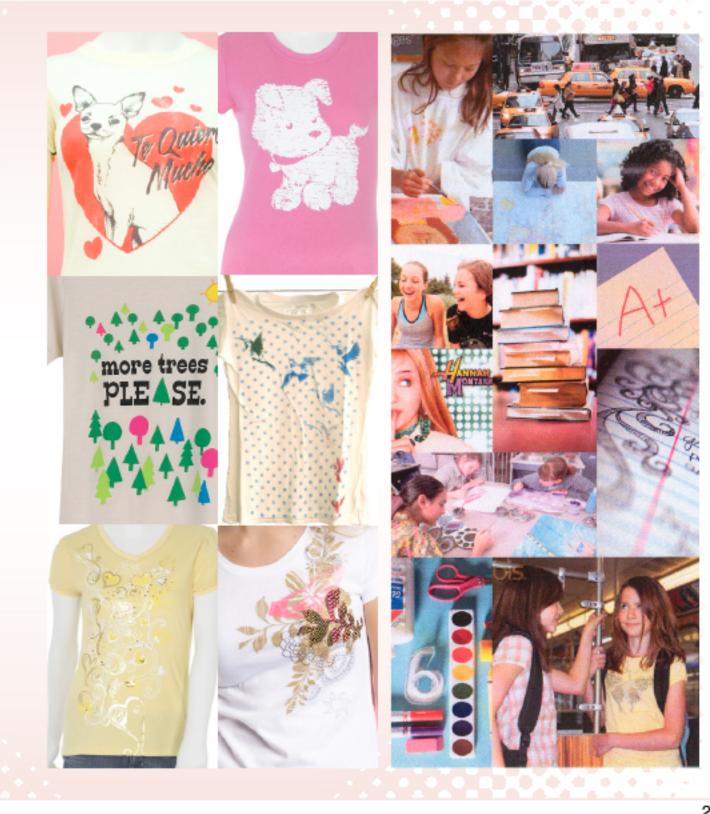


Beth's Style

- Pretty drawings of flowers and nature
- -Feminine but youthful, saturated colors
- -soft lines
- Anything with animals, photos or cartoons
- Positive messages about the environment
- -cute patterns
- -anything that shines

Beth's Shop

- Art themes
- Personalities
- -Colors



Avery's Inspiration

- Avery is looking forward to being older and more independent.
- She gravitates toward more edgy aspects of culture and appreciates both creative inspiration and material things
- She likes strong personalities that are "cool" because they are more mature and she looks up to them as role models.
- Following what goes on in her favorite shows and the popular celebrities gives her confidence for being in the know
- Her parents are educated, informed and popular on the block. They are actively involved in current culture and like to have dialogues with Avery on what is popular in the teen culture as well.
- They have instilled in her the benefits of quality products and have provided her with the lastest in technology.



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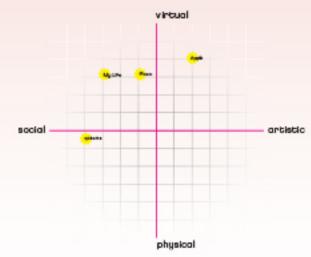


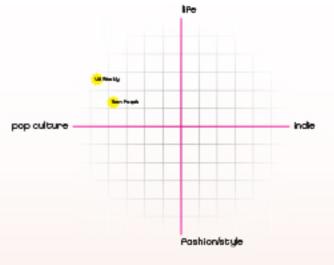
Avery's Activites

- Avery plays enjoys playing with her gadgets, but isn't motivated to use them for creative purposes
- She's going online to be social, and uses the creative tools online to express her fun, confident personality.
- Her piczo site is full of icons and glitter texts and pictures of friends and her favorite celebrities, showing off all she knows and loves
- She often posts up comments and opinions in various message boards on celebrity sites

Avery's Informative Sources

- Avery likes reading anything about pop culture.
- She learns fashion trends from seeing "real life" pictures of Blake Lively, Rihanna, or other popular celebrities, occasionally prompting her to try trendier styles.







Avery's Style

- Varied- She likes what her favorite celebrities are wearing
- References to Southern California
- -Simple, lighthearted messages
- -bright, cheerful colors
- -playful graphics, but not too cute
- -kitch, hipster looks
- Awareness of what is cool to her peers and dresses accordingly

Avery's Shop

- -Clubs, communities
- -Trends
- -Top 10
- Moods

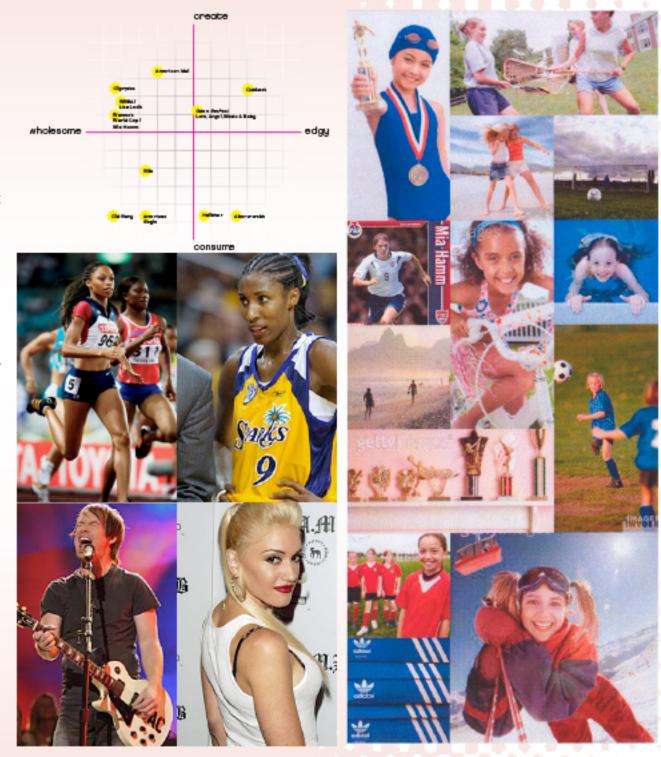






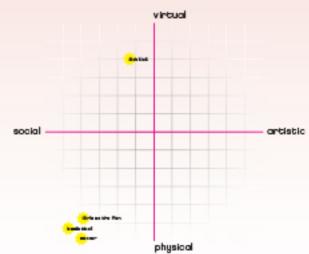
Karin's Inspiration

- Karin leans toward wholesome choices and the creativity she enjoys is from playing sports and competing
- She looks up to women athletes like Mia Hamm and Lisa Leslie, and she respects them for their accomplishment and dedication. She tries to put that kind of dedication into all that she does
- Karin has learned to value strength and confidence, thanks to all the support her parents give her in her pursuits.
- To her, confidence comes from her own abilities, not from just knowing what's going on in popular culture.
- She watches American Idol because she appreciates the talent the singers have, and she really enjoys the competition
- Brands that she feels represent her personality,
 Abercrombie, Hollister, American Eagle, and Old Navy, all have a down-to-earth look, with offerings that have an athletic feel



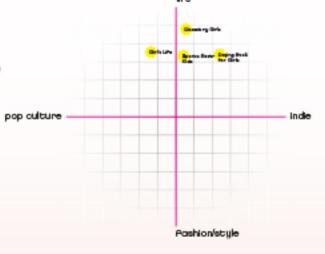
Karin's Activities

- She spends more time playing sports and practicing outdoors than she does in front of the computer
- Her socializing is done at practices and after games,
- She has a Myspace page, and enjoys the new friends she has through the site, but prefers texting to her close friends instead.
- -She actively texts and IMs her friends with her sidekick- even when she is not at practice she still has a lot to say!



Karin's Informative Sources

- Sports Illustrated Kids and her parents subscription to Sports Illustrated keeps her up to date on her role models
- Discovery Girls helps Karin navigate through difficult relationship situations and she appreciates the authenticity of the magazine
- The Daring Book for Girls reflects Karin's self confidence and exposes her to other entertaining activities and inspiring stories.





Karin's Style

- Feminine colors are OK with athletic styling
- -Logo shirts
- Distressed artwork
- Collegiate graphics
- Confident slogans
- Prefers a minimal range of colors

Karin's Shop

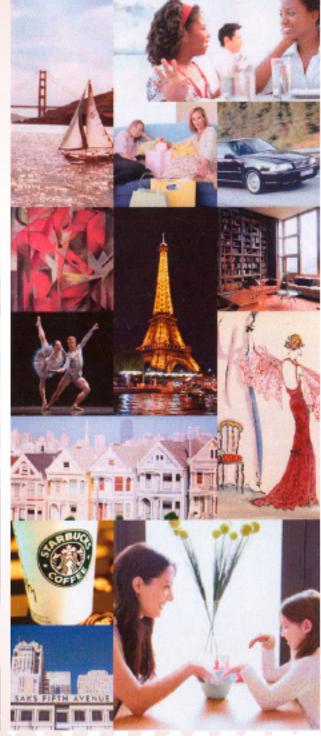
- -Clubs
- -Inner goddess
- -Moods
- Events/situational



Clarisa's Inspiration

- Clarisa follows fashion religiously, and is fascinated with anything having to do with style
- She regularly takes her mothers fashion magazines like Vogue, and imagines her life in the glossy pages wearing the latest and most beautiful clothes from the runways.
- Her passion for fashion is why she never misses an episode of Project Runway.
- The act of constructing a garment still eludes her though— but her parents have introduced her to an appreciation of fine design, and she one day hopes to be a fashion designer in one of the top design houses
- -The Clique book series are her favorite novels to read because her life is not so different than the characters in the books. They talk about all the most popular fashion brands and she thinks its so cool that girls her age could have fashion like that.
- All the glitz and excitement of Hannah Montana attracts Clarisa to the pop personality. Plus
 Hannah has great style, which is what keeps
 Clarisa interested in the show.



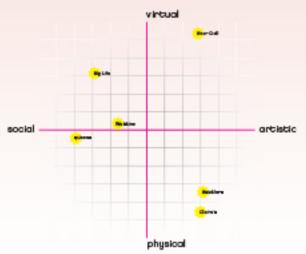


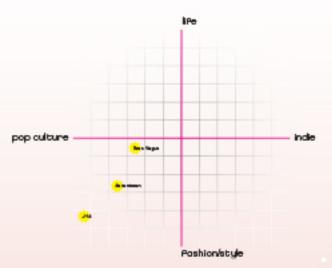
Clarisa's Activities

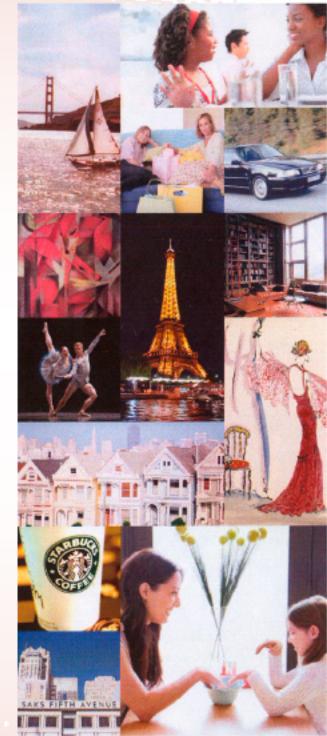
- Clarisa's activities emphasizes her motivation for personalization.
- Like all of her friends, Clarisa has several Webkinz animals, and she enjoys taking care of them online and decorating their rooms.
- She loves to spend time on Star Doll, dressing up celebrities that she sees in her mom's Vogue. She has also created her own Me Doll and she plays on the site often to earn Starpoints to purchase virtual clothes for herself
- Her My Life console is fun for her as well, because she can dress up her avatar in different fashions all the time. Her friends have My Life too, and she can text them through the console.
- When she and her mom go shopping, she loves to go to Claire's and look for the accessories to complete her look. The items are cheap enough that her mom lets her buy enough to play with different styles

Clarisa's Informative Sources

- Teen Vogue and Seventeen are her favorite magazines, the articles are most often over her head, but she gets so much inspiration from the fashion spreads. Her friends think she is so cool for having a subscription.
- She reads J-14 as well, because it covers the celebrities that are more relatable to her as well







Clarisa's Style

- Girlie looks
- Fashion references
- -Silver and gold foil
- Accessory graphics
- New York references
- Abercrombie vintage sporty look if it has a feminine feel
- -Stars, hearts and other cute icons
- Fabric patterns in graphics (houndstooth, plaid, etc)
- Rhinestones

Clarisa's Shop

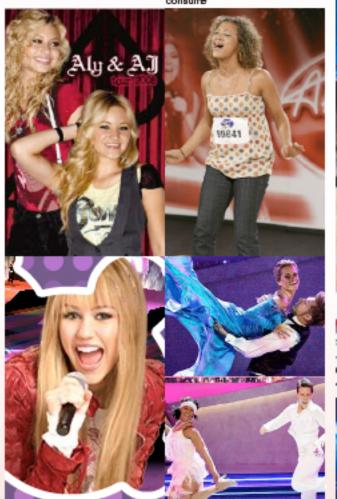
- -Moods
- -Inner goddess
- -Colors
- -Trends
- Personalities



Seema's Inspiration

- Seema is widely inspired by wholesome and creative aspects of culture.
- Her creative outlets are any activities that she can perform (singing, dancing, acting), but she has a dynamic personality that she likes to express in her fashion choices
- She admires reality television performers
 because she gets to see their personalities shine through in their acts.
- -She religiously follows the fan sites of American Idol and So You Think You Can Dance. The characters are just so cool to her, and they further fuel her dreams of being a star.
- Her parents support her performing interests and regularly takes her to the ballet and Broadway for inspiration
 — which they enjoy too.
- Seema and her friends get together to play with stage makeup and dress up in recital costumes.
 They stage dance contests and sing songs from their favorite pop singers, Aly & AJ.
- Seema's parents are practical in nature, they are informed on current events and environmental issues. They give Seema room to explore her personality, but try to keep her balanced grounded in reality as well.





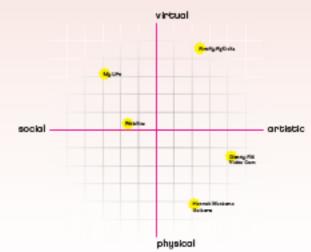


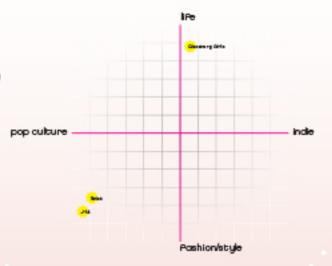
Seema's Activities

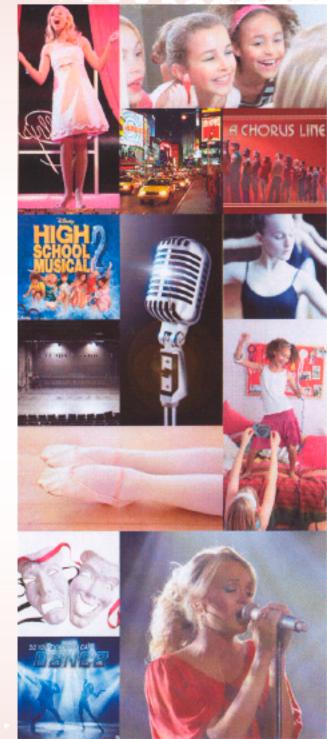
- -Seema spends a minimal amount of time on the internet, but she loves her Webkinz and she makes sure to take care of him in his virtual world as well. The games are appealing for her on the site and so she regularly logs on in her downtime.
- Her My Life console lets her act our her life in the virtual world, and personalizing this world to her tastes has been really exciting to her.
- This year she received a Disney Flix video cam so she and her friends can film their song and dance routines and practice their television look.
- Her parents gave her a Firefly mobile phone and they allow her to use flyKicks to personalize the phone with wallpapers of her favorite performers, new ringtones and games.

Seema's Informative Sources

- She loves to read J-14 and Twist so she can keep up on Idol stars and other famous kids she looks up to.
- Her parents want to make sure she stays grounded so they purchased Discovery Girls for her as well, and Seema enjoys the articles, quizze and overall cute look of the magazine







Seema's Style

- Dynamic and theatrical
- Anything that sparkles or shines
- -Bright feminine colors
- Music themes, with a youthful look
- Confident slogans
- Cute icons- stars, hearts, music notes
- Trendy looks, but with graphics more appropriate for her age
- -Youthful glamour

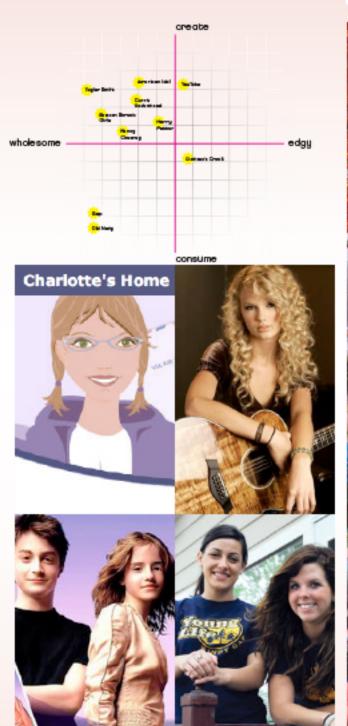
Seema's Shop

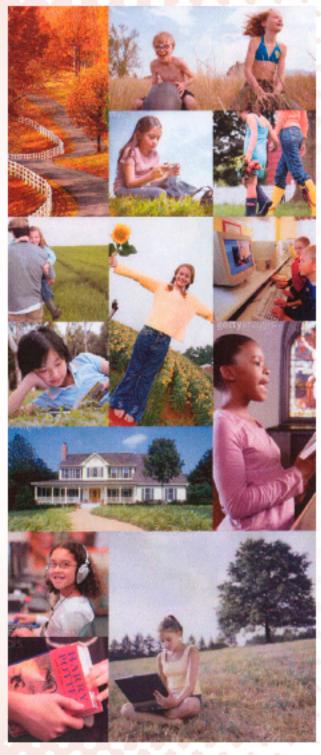
- -Moods
- -Inner goddess
- -Clubs
- -Top 10



Betty's Inspiration

- Betty is inspired by kindness and gentleness, so she gravitates towards wholesome interests
- Her family is conservative and maintain strong moral values. They expect Betty to do the same, and regularly make sure that her influences are healthy to a moral upbringing.
- Her favorite pop stars have a spiritual life along with their fame, and she admires them for being true to their beliefs.
- She likes reading a lot since she is allowed little time watching television and surfing the internet.
- Her favorite book series is Harry Potter, but she also really enjoys the Beacon Street Girls.
- Betty loves Charlotte's character in BSG because she wishes she too could visit cities all over the world. But Charlotte is very down to earth, and posts journals on the site that are entertaining as well as directly relate to situations in Betty's own life
- -It makes Betty feels good that her parents approve of the site she likes so much. Sometimes \she has a hard time convincing her parents to let her explore her interests in popular culture.



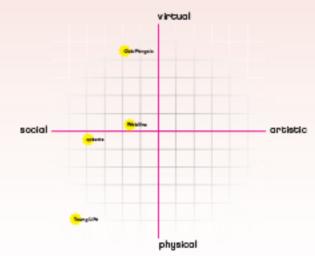


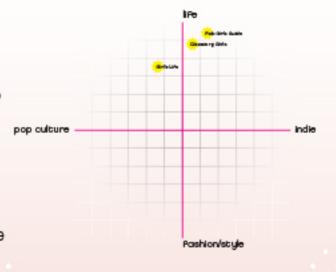
Betty's Activities

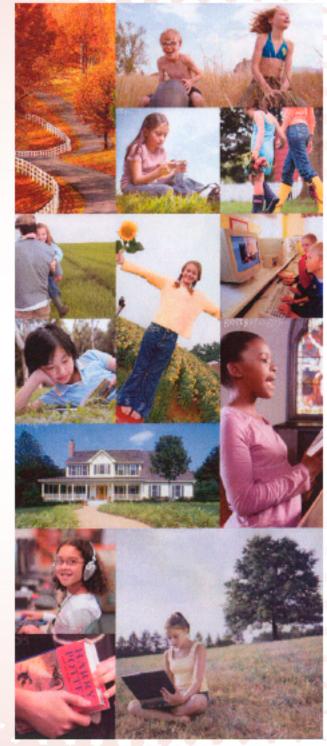
- Betty has a limited amount of time allotted for internet use, but when she does have time, she likes to visit game sites like Club Penguin, but has noticed that the games are less exciting for her now that she is getting older
- -She has a couple Webkinz plush toys and she enjoys nurturing them and building rooms for them to play in. Her friends also have Webkinz so she will chat with them through the site as well, and visit their rooms to see how they have decorated.
- -She has recently joined Young Life, and although she is younger than most of the group, she has fun participating in outreach and social activities. She is still learning how to fit in with the group but feels comfortable since everyone likes to think of her as their little sister.

Betty's Informative Sources

- She reads Discovery Girls and Girl's Life
 Magazines and finds the articles on life issues to be very helpful.
- The Fab Girl's Guides to Life books are also helping her navigate this difficult time in her life.
- She appreciates the little fashion advice in these magazines, but she mostly learns what is in style from her friends







Betty's Style

- Conservative but feminine and pretty
- -Pretty florals
- Organic, flowing hand drawn graphics
- Preppy sport
- Cute icons
- -Some sparkle is OK
- Positive and optimistic messages
- Animal graphics
- Nature themes

Betty's Shop

- Personalities
- -Moods
- -Clubs



Nancy's Inspiration

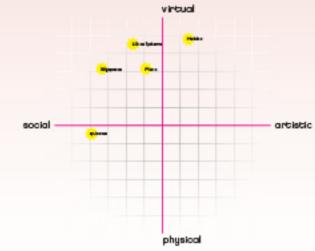
- Nancy's mom is one of the biggest inspirations in her life. Because her mom keeps up on all the trendy aspects of culture, Nancy's interests are are more forward thinking than most of her friends.
- Nancy's mom exposes her to more mature tastes so some of the offerings for her age group seem too young for her.
- She likes MTV, The Clique and Gossip Girls because they are more mature and she relates to the their more mature tastes.
- Nancy keeps up with what her friends are interested in too, and likes watching High School Musical, American Mall and American Idol.
 Theses shows give her style inspiration as well.
- Nancy is quite familiar with popular fashion and the major players in the industry.
- She doesn't participate in too many creative pursuits, but shopping and developing her own personal style is how she expresses her creativity.
- Her mom fully supports her by taking her shopping and guiding her in what is cool. Nancy listens closely to her mom's advice because she has great style herself. She looks up to her and tries to emulate her adult style.





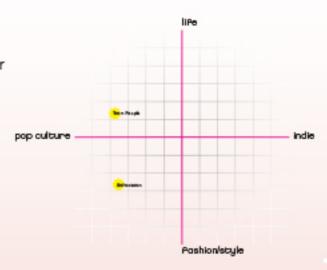
Nancy's Activities

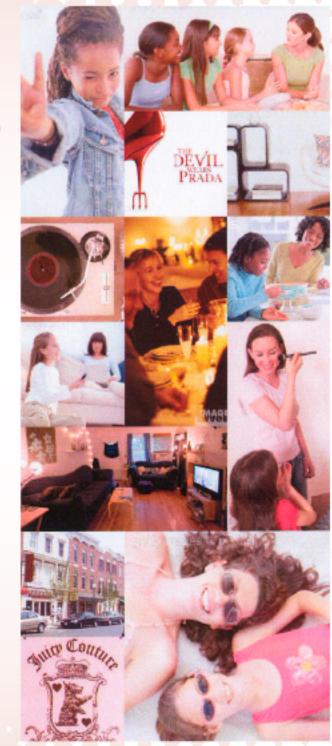
- Nancy spends her time online socializing and updating her Myspace and Piczo pages to display her evolving tastes.
- She likes the options that Piczo provides her because it makes it easy for her to express herself
- She has a Habbo account that she uses mostly to socialize with kids around the world. It fascinates her to see how everyone designs their room differently, and she never tires of seeing new rooms and meeting places.
- Nancy has a better grasp on her personal tastes than most girls her age, but she enjoys taking quizzes in the magazines she reads simply because its fun.



Nancy's Informative Sources

 Teen people and Seventeen magazine keeps her up to date on what the celebrities are wearing and the current fashion trends





Nancy's Style

- Trend driven designs
- Bold colors and neon
- -Sassy themes
- -Kitsch
- -Hipster vintage styles, "Old School"
- -Cute graphics that have an edgy feel
- Gold and silver foil- flashy, but not rhinestones
- -Animal prints
- graphics that would appeal to Teens as well
- Music and fashion references

Nancy's Shop

- -Top 10
- Personalities
- -Moods
- -Inner goddess



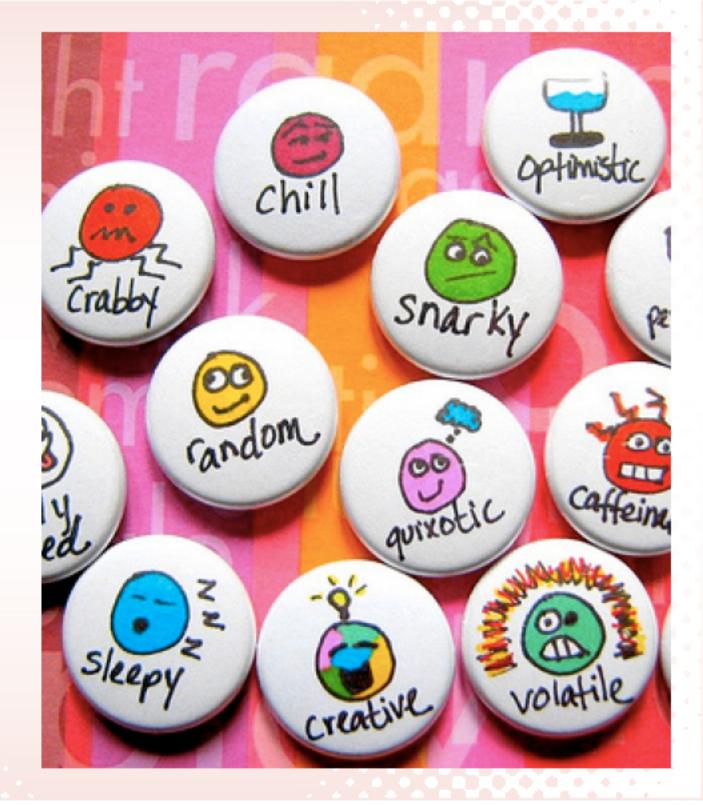
Shop Themes Compared

- -Successful Themes
 - Moods
 - Potential for new experience every time the shopper returns to the site
 - Universal appeal
 - -Clubs, Communities
 - Reflects the consumer's need to belong to a social group
 - The clubs can represent a variety of interests for the girls, so the potential to give them new experiences still remains
 - -Inner Goddess
 - Connects to the quest of developing a sense of identity, and expressing that identity through personal expression and fashion
 - Aspirational figures represent feminine strength and confidence



Moods

- -Chipper
- -Confident
- Enlightened
- Flirty
- Mischievous
- Motivated
- Peaceful
- -Random
- -Pretty
- -Smart
- -Silly
- -Vibrant



Clubs/Communities

- Comedies and Tragedies
- -Garage Band
- Gem Club
- Chroma Club
- -Socialites of the Halls
- Daughters of the Earth
- -Style Mavens
- Esteem Team
- Fauna Friends



Inner Goddess

- -Ruella, Goddess of competition -sport
- -Starla, Goddess of the stage -drama
- -Aria, Goddess of melody -music
- Loria, Goddess of the heart
 romantic
- Huella, Goddess of chroma - art
- Nista, Goddess of the runway
 fashion
- Novella, Goddess of prose
 writing, communication
- Orla, Goddess of nature - environmental
- Nuria, Goddess of leadership
 trends

