

# Modern Mums

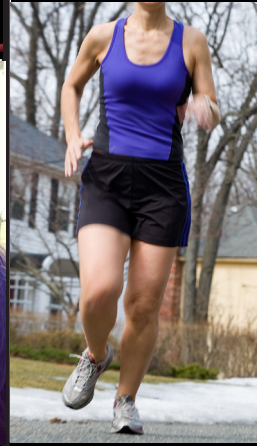
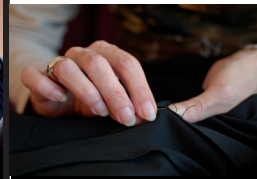
## TRAVELS



## TIME TO HERSELF



## FAMILY ORIENTATED



## SOCIALBLE



## IMAGE CONCIOUS

### *Her* BUYING MOTIVATIONS

She is fashion-conscious and has a higher disposable income, buying pieces she likes from more premium brands.

### *Her* LINGERIE DRAWER

Her lingerie is quite simple, for everyday wear, with a few more fashion-led pieces. The fabric composition is important to her.

### *How to* MARKET TO HER

She is a busy lady, so does not go online that often. M-commerce is an effective tool as she is always on the go. She likes print magazines.