

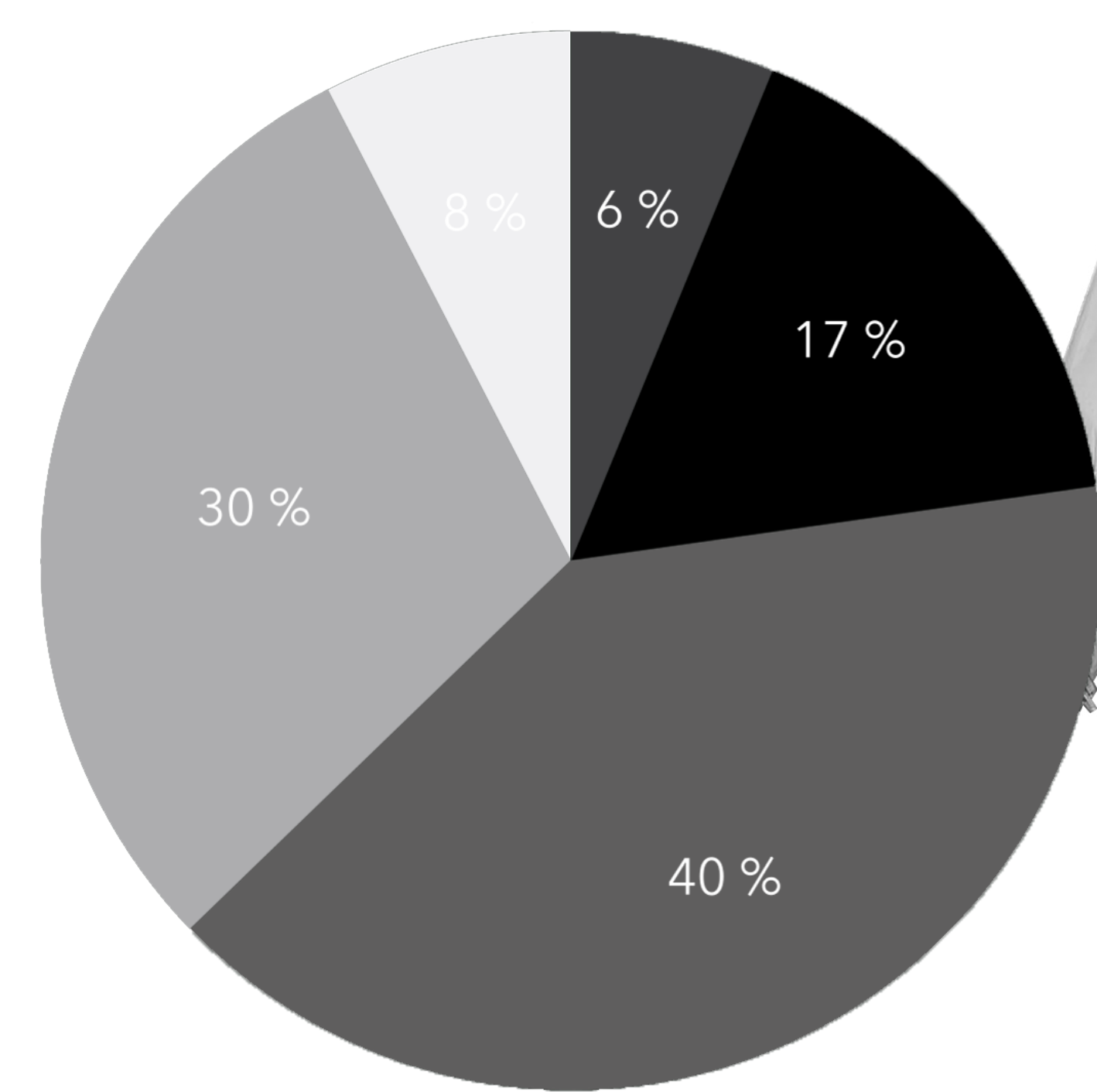
# FASHION DESIGN INNOVATION

COMPANY: **STELLA NOVA**

SCHOOL: **COPENHAGEN SCHOOL OF DESIGN AND TECHNOLOGY (KEA)**

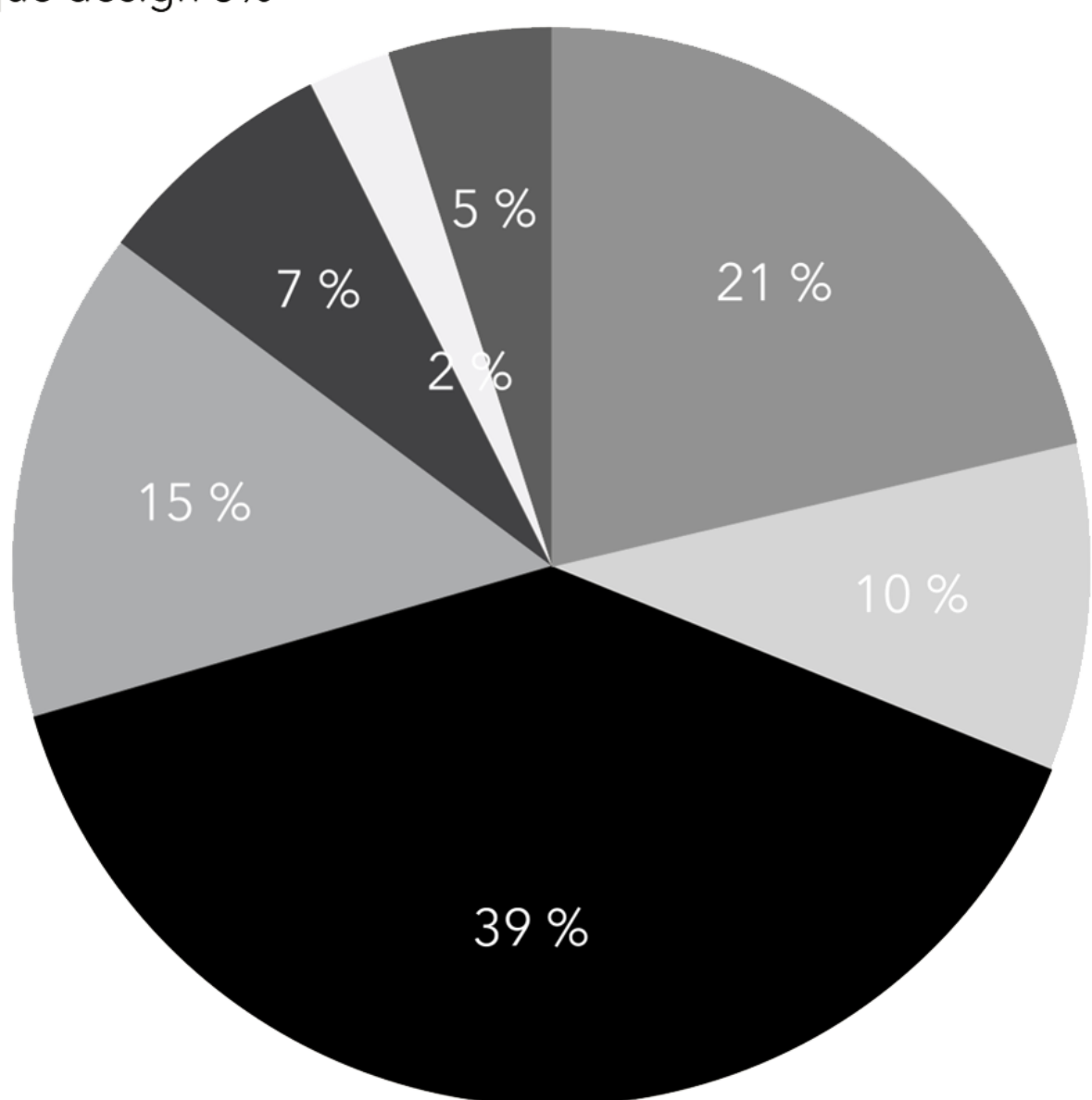
TALENTS: **ANNA JUUL BARNHOLDT & CLARA MARIE JESPERSEN**

Stella Nova user's age



Stella Nova user's design preferences

- Fit 21%
- Colour 10%
- Print 39%
- Fabric 15%
- Emotional value 7%
- Durability 2%
- Unique design 5%



We recommend that Stella Nova continues to focus on print, a key factor driving user engagement. The print enhances the user's emotional attachment to a garment, securing it a lasting place in their wardrobe. Furthermore, we advise that the brand more actively includes its older target group, so they feel more represented in the brand.

## USER

Stella Nova's users are European women in their 40s, either working in the fashion and lifestyle industry or in the social and health sector. They consistently shop in Stella Nova's colorful and playful universe, as the brand caters to both their aesthetic preferences, featuring captivating prints, as well as their need for clothing with comfortable fits that complement the body, made from materials that are pleasant against the skin. It is important for users that their clothing can be worn both casually and professionally, allowing for versatile styling according to their needs.

