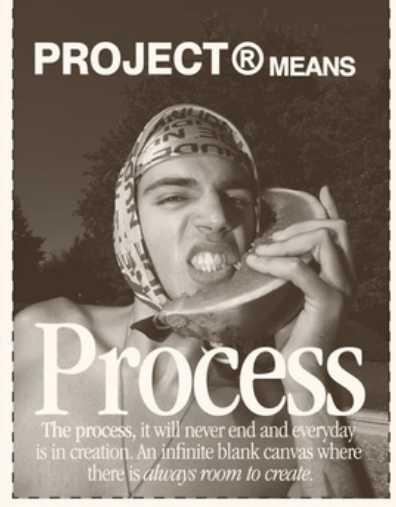


Nude® Project

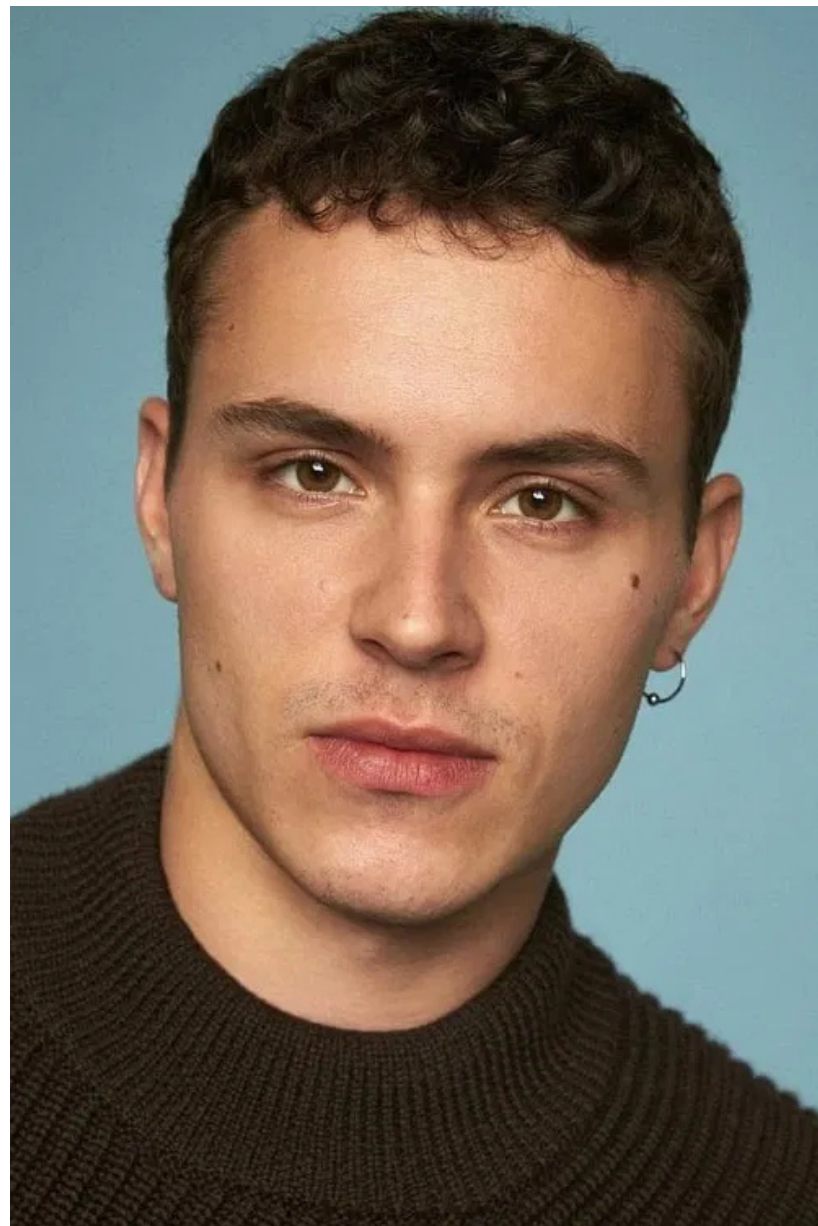
ANA
GARCIA

CONSUMER
PERSONA



Nude® Project

The Nude Project is a Spanish-born streetwear and lifestyle brand created by two friends, Bruno Casanovas and Alex Benlloch, in 2019. Known for its oversized fits, minimal graphics, and community-driven aesthetic, it embodies Gen Z's values of authenticity, creativity, and inclusivity.



NUDE means FREEDOM: You don't have to follow the traditional path, reality is moldable so you can create the life that you've always wanted. Just do everything with passion.

PROJECT means PROCESS: it will never end and everyday is in creation. An infinite blank canvas where there is always room to create.

BY ARTISTS, FOR ARTISTS.

CUSTOMER PERSONA

NAME: Leo

AGE: 22

GENDER: Male

SO: Bisexual

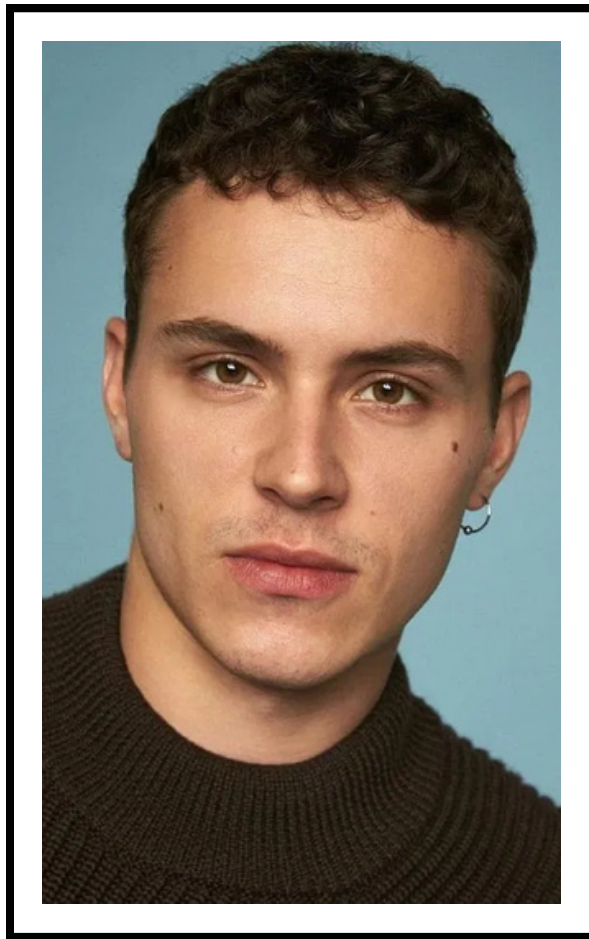
INCOME: Middle class, part time + Parental Support. \$50K

EDUCATION: Undergraduate (media)

LIFE STAGE: Young adult exploring self expression, independence, and relationships

LOCATION: Madrid, Spain.





PSYCHOGRAPHIC

INTERESTS: Sophisticated design, sex, appear desirable on social media, traveling, going out every weekend, the pool/ocean, loves fashion, street culture.

VALUES: Uniqueness, Creativity, Cleanness, Authenticity, Inclusivity, “Unapologetically myself”, Friendship, Social Media status, Western Style.

MOTIVATIONS: Being creative, self expression, belonging, Style, Art/design, Quality time with friends.

LIFESTYLE: Go to college, goes to the gym, extroverted, thifting, skating, mirror selfies, video blogs.

CULTURAL TOUCHPOINTS: Hispanic, Latin trap, Creative tiktok edits, Big night life, indie Youtubers.

MEDIA HABITS



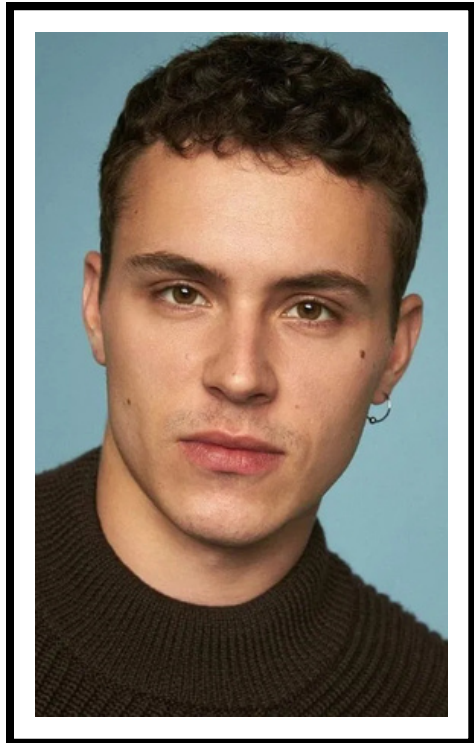
ATTITUDES

He thinks fashion is a language of identity, so he lets trends be part of his style. He is looking for luxury results while being budget-conscious. He likes things that look expensive, and make him feel exclusive.



BRAND AFFINITIES

Corteiz, Acne Studios, Carhartt WIP, Stüssy, Aimé Leon Dore, Glossier, Aesop, Rhode, Fenty Beauty



MANIFESTO

i'm not just wearing clothes, I'm curating my world. I believe style is about confidence, connection, and authenticity. I don't need logos that scream lack of taste. I want pieces that feel like me, like they belong in my everyday and my nightlife while being sophisticated. **NUDE PROJECT** matters because its more than fashion, it's a lifestyle, a movement that lets me stand out while still feeling part of something bigger. Since I was a kid I've always felt like the misfit, the outcast, but the nude project empowered me to create without fear of judgment, i found my second home.

LEO