

THE KNITTING CIRCLE

Brand Persona

RELAXING RENEE



Age: 66-75

Annual Household Income:
\$75,000

Employment: Retired

Marital Status: Married

Relaxing Renee has been knitting since she was 5 years old! Both her mother and grandmother were knitters and she just began picking it up from them. Her main reason for knitting is to relax. When she's knitting, she's ZEN. She likes to knit everywhere she can! Renee likes to keep her hands busy watching TV, likes to knit in the car (when she's not driving), and to knit while waiting for appointments. In an ideal world, Renee likes to knit daily. However, her arthritis sometimes flairs up, giving her trouble.

Renee knits all kinds of projects, but mainly hats, scarves, and blankets. Since she is a prolific knitter, she knits to "keep her grandchildren warm", donates projects to charity, and even creates pieces for herself!

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced