

ANTISOCIAL PARTY
presents



HARRY

THE HEARTBREAKING HIPSTER

1. LIKES

- His Instagram Account Dedicated to his Photography
 - Speciality Coffees
 - Sustainable or Thrifted Clothing
 - Bernie Sanders

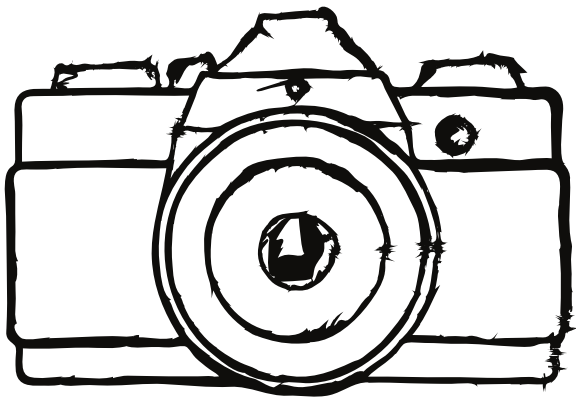
2. DEMOGRAPHICS

Occupation: Aspiring
Photographer and Barista

Age: 29

Personal Income: 32k

Residence: Shared Apartment
with serious girlfriend



3. FEARS

- Global Warming
- Loosing his camera lens
- Paying for rent (financial insecurity)
- His girl friend leaving him for a more established man

4. GOALS AND CHALLENGES

- Get 10k followers on Instagram
- Move to New York City

5. VALUES

- Social Media
- The Environment
- Travelling

