

10/19/20

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To Whom This May Concern:

I am writing to express my interest in the position for Inventory Operations Specialist for TheRealReal that was listed on 9/22/20 on BOF Careers.

Currently I am a student in my last semester at New York City College of Technology and will be obtaining a Baccalaureate of Science degree in the Business and Technology of Fashion. Alongside education, I have studied fashion through different sources including Business of Fashion, Harper's Bazaar, and Womens Wear Daily. Keeping up with the latest trends has always been an interest of mine because fashion is ever changing.

Studying Visual Merchandising has given me the knowledge of the practical use of in store environments, lighting, fixtures and product placement as a form of visual communication. Learning the different floor layouts and creating one of my own has brought out creativity. I've also learned the importance of sustainability and what the industry is doing to become more eco friendly through my Contemporary Issues in the Fashion Industry class which I understand is important to TheRealReal after reading the Sustainability tab on the official website.

Through my Forecasting class, I have learned teamwork and proved to be effective in deadlines. During the class, my group and I created a puffer jacket collection for the following fall/winter

based on research we've done looking at past fashion trends, analyzing silhouette, fit, color, and fabric. Creativity was there when I became a fashion forecaster for the class.

Working as a PR intern, responsibilities included organizing the store merchandise to help the overall appearance of the showroom and store and keeping updated and organized Excel sheets for accurate tracking of merchandise. I am highly organized and efficient in a fast paced environment with a strong eye for detail.

As part of my current role, I set up the jewelry displays and windows to maintain an attractive and clean store. Inventory is updated through Excel and software, The Edge Jewelry. As well as doing research of jewelry trends to help make stock decisions and enhance sales.

I look forward to discussing my qualifications with you.

With Regards,
Alexandria Lewis-Hawthorne