

September 26, 2024

Hiring Manager
House of Solo
Info@houseofsolo.co.uk

Dear Hiring Manager:

This is a letter for the remote Culture and Fashion Writer position at House of Solo that is currently available as of November 6, 2024. Please note that this is a *confidential* letter of application.

Currently, I am a senior student at New York City College of Technology, City University of New York, (CUNY). My anticipated graduation is in June 2025. I'll obtain my bachelor's degree of Science in Business and Technology of Fashion at New York City College of Technology, (CUNY). Throughout each semester I have gained the knowledge and skills that relate to the objectives that the position requires that I've been taught such as courses *Intro to Fashion* (BUF 1101), *Introduction to Textiles* (BUF 2246), and *Contemporary Issues in Fashion* (BUF 4700).

Through the course *Intro to Fashion* (BUF 1101), I gained a comprehensive understanding of fashion terminology, the evolution of fashion across different phases, and the processes involved in fashion merchandising. During my duration in this course, I developed a project that aimed to raise awareness about the importance of inclusivity in the fashion industry, advocating for the representation of body shapes and sizes in retail. In this project, my goal was to focus on why body diversity should be a priority in fashion retail, ensuring that all consumers feel represented and empowered, and how some brands often overlook the needs of individuals who do not fit the traditional beauty standards. The project I developed on body diversity and inclusivity in fashion retail has provided me with a deeper understanding of the importance of representation in fashion. During my internship, I brought this perspective to the boutique by advocating for inclusive merchandising strategies that cater to a diverse range of body shapes and sizes, ensuring that all customers feel represented and valued. By presenting inclusive merchandising strategies during my time in my internship, I understand the importance of diversity and representation in fashion and how it influences consumer engagement, brand loyalty, and the overall shopping experience, ensuring that all individuals feel seen, valued, and included.

As part of my ongoing studies, I completed *Introduction to Textiles* (BUF 2246), which helped me gain skills and knowledge about fabric construction, textile fibers, and their properties. I learned to identify different types of fibers, weaves, and finishes and how to develop my own natural dye. This hands-on experience allowed me to explore sustainable practices in textile production, emphasizing the importance of eco-friendly alternatives in the fashion industry. I also gained insight into how textile choices impact garment quality, comfort, and functionality and their role in meeting consumer needs. Overall, the course deepened my appreciation for textiles' technical and creative aspects, enhancing my ability to evaluate and recommend fabrics for various fashion and design projects.

Furthermore, I have completed *Contemporary Issues in Fashion* (BUF 4700). Throughout the course, I examined the various challenges and issues that designers, merchandisers, product developers, and consumers encounter in the processes of creating, wearing, and disposing of fashion. The course

emphasized the importance of ethical and socially responsible manufacturing practices, along with the critical role of sustainability in shaping the future of fashion. Through various projects, I also examined the origins of the beauty industry and its evolution over time. This exploration allowed me to recognize that fashion extends beyond clothing. For example, it encompasses beauty, personal care, and self-expression as interconnected elements of the industry. Beauty plays a significant role in shaping trends, consumer identities, and cultural narratives, revealing the connection between fashion and self-expression through creativity, empowerment, and storytelling. This deeper understanding gave me insight into both the opportunities and challenges within the beauty industry, as well as its relationship to fashion as a whole.

During my current internship at Eli Clothesout under the supervision of Luisa Gonzalez, I am gaining insight into the responsibilities and challenges of running a small business. I am deepening my knowledge of customer service and actively applying these skills, which allows me to further enhance and expand my abilities in this area. Additionally, I've built relationships with regular customers, providing a personalized shopping experience that keeps them returning and always asking for my assistance. Furthermore, I've applied my problem-solving skills by managing customer complaints, actively listening to their concerns, and offering other alternatives. Also, I take knowledge and responsibility for the needs at the boutique such as restocking, reorganizing, and assisting with unexpected tasks. Moreover, I help maintain the store's visual appeal, ensuring all merchandise is presented appealingly and aesthetically.

My previous related work experience outside of education includes employment as a cashier at Footlocker for eight months. I developed essential skills like customer service, time management, and attention to detail there. Additionally, multitasking and teamwork are experiences that I've gained. Currently, I work as a cashier at Stop-n-Shop, where I've strengthened my customer service abilities and efficiently managed tasks in a fast-paced environment.

While interning at Eli Clothesout under the supervision of Luisa Gonzalez, I gained confidence in customer service skills, learned effective merchandising techniques, and developed a deeper understanding of daily retail operations. My internship at Eli Clothesout provided me with the opportunity to interact with a diverse range of individuals, significantly improving my communication skills. Confidently, my communication skills have improved, exposing me to diverse situations where I was able to demonstrate and refine my problem-solving abilities. Beginning with my responsibilities of customer service, I learned the way to understand customer's needs, creating a welcoming atmosphere that enhances their shopping experience. This experience taught me the importance of active listening, patience, and adaptability in delivering exceptional service. Secondly, my role provided me with hands-on experience in understanding what it's like to run a small business. Furthermore, listening to directions and following instructions was effective for me, while also taking the initiative to address tasks that needed to be done independently. These experiences and skills that I've grasped while interning at Eli Clothesout will prepare me for the role of Culture and Fashion Writer position. I am ready to contribute my knowledge and passion to your team and contribute to the ongoing success of your major media company.

Sincerely,
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