

November 13, 2024

Bergdorf Goodman
754 5th Ave
New York, NY 10019

To Whom It May Concern:

I am writing to express my interest in the Selling Assistant, Personal Shopping position at Bergdorf Goodman which was posted on Neiman Marcus on November 5, 2024. As a senior at New York City College of Technology, City University of New York (CUNY), majoring in Business and Technology of Fashion, I am looking forward to applying my skills and academic experience to support your team in delivering exceptional service and cultivating meaningful client relationships.

My coursework in ARTH 1204: *20th Century Dress & Culture*, which offered a history of how fashion evolved over time. This provided me with how fashion has shaped the evolution of trends and styles across different eras. I was introduced to analytical techniques that allowed me to assess how social, economic, cultural, and political factors have influenced the development of fashion trends. This included exploring how key historical events, such as wars, social movements, and technological advancements, affected the way people dressed and expressed themselves through fashion. The course further enhanced my ability to interpret fashion enabling me to forecast trends with a deeper appreciation for the interconnectedness of history, culture, and style.

I have developed a forecasting trend project in *Trend and Social Media* (BUF 3100), focused on trend prediction through comprehensive market research and analysis of current market trends, resulting in precise forecasts of future customer trends and behaviors. This experience enhanced my analytical skills and expanded my understanding of market dynamics and consumer behavior. Additionally, I created fabric swatches and conducted in-depth studies of materials to gain a comprehensive understanding of the trends we forecasted as a team. Additionally, developed highlighting key elements like color palettes, fabrics, silhouettes, and textures to post on social media.

As part of my coursework in *Global Sourcing & International Retail Trade* (BUF 4300), I gained an understanding of interrelationships of fashion markets locally and internationally while also gaining insight into both the challenges and opportunities for economic growth within the industry. I have learned to evaluate consumer behavior by analyzing through demographics and lifestyle characteristics that influence apparel choices. I have also gained a deep understanding of the historical and policy that have shaped the fashion industry. This includes studying significant developments such as the North American Free Trade Agreement (NAFTA), which

reshaped trade dynamics and labor relations within the textile and apparel sectors, as well as the Vietnam War's impact on global trade. I have also explored the roots of post-war textile and trade policies that laid the foundation for modern global supply chains. Furthermore, my knowledge extends to economic policies like Reaganomics, which influenced production practices and market shifts within the industry during the late 20th century. These insights have equipped me with a comprehensive perspective on how historical events and policies continue to affect fashion trends, production, and sourcing today. This knowledge allows for more accurate trend predictions to adapt to changes in consumer demand across international markets. BUF 4300 allows me to actively contribute to my internship coursework, with a focus on global sourcing and retail trade. This course provides a practical foundation that enhances my understanding of the industry while applying theoretical knowledge to real-world challenges in fashion and business.

Through my past projects and experiences, I have gained valuable skills in analyzing data, identifying trends, and crafting effective strategies. My involvement in civic engagement at the Fashion Futurists Club and the Chocolate Luxe Event in New York City College of Technology refined my ability to manage tasks efficiently and make decisive, in-the-moment problem-solving decisions. Currently, as an intern at The NinèRita, I focus on personal styling, curating tailored looks for clients, and attending exclusive store events. These experiences have prepared me to curate exceptional wardrobe selections that align with each client's unique preferences while ensuring a seamless and satisfying client experience.

Sincerely,

Anna Molina

Anna Beatriz Molina
347-547-5817
annamolina016@gmail.com