

July 30, 2024

Carolyn Ernst  
Polo Ralph Lauren  
New York, NY

Dear Ernst,

I am writing to express my interest in the position of Design Assistant at Polo Ralph Lauren. I applied for the Design Assistant on Business of Fashion on July 30, 2024. I'm eager to gain hands-on experience in the fashion industry. I have taken courses in Textiles, Brand Image Marketing, and Omni Channel Retailing. I will be obtaining my bachelor's degree in Business & Technology of Fashion in the Summer of 2024 at New York City College of Technology, City University of New York (CUNY).

In the course *BUF 2246: Introduction to Textiles*, I acquired information about today's complex and consistently transforming fashion and textiles business environment. The course offered a clear understanding of various textiles, emphasizing their interaction with textile properties. Basic knowledge of fibers, yarns, cloth construction, finishes, and embellishments to make appropriate fashion choices for contemporary apparel and home furnishing. One of the projects for this course was the *Shibori Dye Project*. I enjoyed this project because before this I never dyed a cotton fabric. Students were able to display their creativity and use natural resources at home. I demonstrated how to prep, fold, and dye raw materials to create a finalized garment. I used an unconventional product such as coffee grounds to dye a 100% cotton t-shirt. The purpose of this project was to use natural products such as black tea, coffee grounds, and or blueberries to dye and change cotton fabrics.

As a student in *BUF 3500: Brand Image Marketing*, I was informed about building information, measuring, and managing a brand. The course explores the theoretical and practical use of images as a form of visual communication intended to convey specific messages to the consumer about brand identity; The group project was to create your own brand; 2MAD. It was a streetwear brand. I loved working in this group because it prepared me for hands-on experience in the fashion industry; working together to reach a common goal. In addition, I learned about the requirements of a clothing brand. This is significant to me because I want to own my clothing brand one day. This was a project involving the background history of the brand, the job roles in the group, and the involvement, displaying the type of merchandise we were selling, the store location, the floor layout, and the creative logo. Specifically, my role in the group was as a public relations specialist. My involvement in the brand 2MAD was building relations with the media and promoting products and services.

My experience in *BUF 4500: Omni Channel Retailing* course was transformative, sparking a deep passion for consumer branding and retail strategy. This course immersed me in the dynamics of consumer behavior and the critical role of distribution channels, emphasizing how to create exceptional customer experiences. One of the most exciting projects involved selecting a top U.S.-based retailer and conducting an in-depth analysis of its retail strategy. I eagerly chose *Apple*, captivated by its innovative approach and market leadership. This project was more than an assignment; it was a thrilling journey that deepened my appreciation for strategic retail management. It taught me the importance of aligning retail strategies with

consumer needs and market trends. The hands-on experience and critical insights gained from this course are invaluable as I pursue a career in retail management, where understanding and adapting to consumer dynamics is crucial. Omni Channel Retailing didn't just educate me, it ignited a passion that I am eager to carry forward into my professional life.

My industry experience includes interning for Paris Laundry as a Fashion assistant intern. I collaborated with fashion designers, stylists, and team members to provide administrative and creative assistance. Also, assist in coordinating the creation, fitting, and alterations of garment samples. Last but not least, stay up to date with fashion trends, conduct market research, and assist in trend forecasting to help the team make informed decisions.

I am well organized, a team player, and hard-working. I have a strong understanding of textiles, brand marketing, trend analysis, consumer branding, and retail strategy. I have effective communication skills in English and Spanish, both oral and written. I enjoy working both independently and collaboratively in a team. I enjoy networking and establishing work-related relationships. I have strong time management skills.