

February 27, 2025

Paola Guida
Italian Trade Agency
33 East 67th Street
New York, NY 10065

Dear Paola Guida,

This is a letter of application for the Fashion Market Analyst role in the fashion and beauty division of the Italian Trade Agency (ITA), which I found on their website on February 22, 2025.

Currently, I am enrolled in New York City College of Technology, City University of New York (CUNY), and obtaining my Bachelor of Science Degree in Business and Technology of Fashion, focusing on Global and Luxury Markets.

In BUF 2203: *Visual Merchandising*, I developed the ability to create visually compelling displays and understood the elements of color theory, the significance of lighting, and how composition influences consumer engagement. BUF 2246: *Textiles* enhanced my expertise in fabric identification, construction, and manufacturing processes, equipping me with the skills to assess textile quality and trends. Additionally, MKT 1103: *Foundations of Marketing* strengthened my ability to analyze market strategies, identify consumer needs, and develop solutions for effective branding and sales. These courses have provided me with a well-rounded understanding of the fashion market, which I am eager to apply in this role.

In BUF 2203: *Visual Merchandising*, I obtained the knowledge needed to organize visual displays in a way that is aesthetically appealing and eye-catching, to enhance consumer engagement and drive sales. I learned how to apply key concepts taught in class, such as color theory, balance, contrast, proportion, focal points, and placement, to curate displays that effectively communicate brand identity and appeal to target audiences. Additionally, I developed an understanding of how lighting techniques and spacing influence consumer perception and behavior. A major assignment in this course had me analyze and compare a storefront's visual display to a painting by Pablo Picasso. I needed to use industry-specific terminology to assess composition, movement, and storytelling elements within retail. This experience sharpened my ability to evaluate visual merchandising strategies and understand how artistic principles relate to commercial success.

BUF 2246: *Textiles* taught me about the numerous types of textiles, their properties, and how they are manufactured. I also learned their classification, composition, natural fibers, synthetic fibers, and their properties. A major focus was on the ability to visually and texturally identify

textiles, which I developed through an assignment where I examined and classified swatches of fibers, yarns, and fabrics based on their structures, finishes, and embellishments. There was a major assignment in which I had to identify swatches of fibers, yarns, and fabrics by simply viewing their characteristics. I acquired knowledge of the construction of cloth, embellishments, and finishes. I also learned about manufacturing processes through weaving yarn and dyeing fabric with natural dye.

In MKT: 1103 *Foundations of Marketing*, I learned to identify important marketing and sales concepts. How to describe a strategic process for successful selling and marketing by analyzing market trends, identifying consumer needs, and applying the 4Ps of marketing (product, price, place, and promotion). I gained knowledge in problem-solving for complications and how to market strategically to attract potential customers and maintain current customers. I also learned sales strategies and digital marketing techniques. I gained knowledge in problem-solving skills and how to apply it to the real world.

I have dual citizenship in the United States and Italy, therefore, I am aware of regulations and Italian law. I also speak, read, and write in Italian, frequently travel to Italy for personal reasons, and have a love for Italy and all things Italian.

I am a paraprofessional for children with special needs in a middle school/high school. As a paraprofessional, I help students with special needs and disorders excel in school and stay on track. This profession prepares me for the market analyst position by teaching me patience and problem-solving in a work environment. I also have experience working as an assistant manager at Plaza Auto Mall. I was in charge of hiring for the Toyota Service Center, dealt with customer outreach, communicated important information to other workers, and scheduled. This experience prepares me for the market analyst position by equipping me with analytical thinking, communication skills, and strategic decision-making.

I am confident that I would be an excellent fit for the Fashion Market Analyst role in the fashion and beauty division of ITA, and I am grateful for your consideration of my application. I have attached my resume, and I am available for an interview at your convenience.

Sincerely,
Antonella Di Graziano