

18 May 2017

COS Westfield World Trade Center  
185 Greenwich St  
New York, NY 10007

Dear Hiring Professionals at COS,

I recently viewed the Careers Section of your website and I am interested in the Floor Supervisor position at your World Trade Center location. Currently, I am an employee of the H&M Group. As a current H&M employee, I understand the common needs of the Hennes and Mauritz Group. The Five Basic Demands, which include eye contact and cordially greeting customers, has further aided my ability to offer exceptional customer service. These among other skills are what I will carry over to COS. My reason for applying for the Floor Supervisor position at your COS location is that I would like to advance myself and enter into a more high-end fashion market. COS's brand image is that of minimalistic approach to fashion while being current in today's fashion trends. I wanted to pursue another position without leaving the H&M Group because I value the company's mission. My prior experience with working in the H&M Group and understanding that the company requires its employees to have great communication skills and also require one's ability to work efficiently individually and in group settings. Also one must be knowledgeable in the current trends of the fashion industry and promotions of the store.

Besides my communication skills, the skills I have acquired in my post-secondary studies have molded the professional I am today. Currently I am in the process of completing my Bachelors of Science degree in Business and Technology of Fashion at New York City College of Technology. My understanding of visual presentation and its impact on a target market and how it translates in the sales of a company would be beneficial to your COS location. My AAS degree in Fashion Marketing allowed me to understand how marketing is also an essential part of retail sales. During my AAS degree program I was also certified in the AIMS 360 ERP software. Combined with one year of experience in retail I have both learned and applied those skills into my career thus far.

As a Sales Advisor for H&M, I received global training. Which refers to being cross-trained in the different departments of the store and not solely confined to one area of expertise. At H&M I received POS training among the other requirements of being an employee of the fast-fashion company. As highlighted earlier, the position of Sales Advisor has helped me to with my knowledge of how to perfect my concept of great customer service. Even though H&M is fast-fashion oriented it also believes in sustainability, which is great position as far as corporate responsibility.

Prior to working at H&M, I was a Sales Associate at a smaller fast-fashion boutique, Social Apparel. Being that it is a smaller company they did not have a Visual Merchandiser, my coworkers and myself served as such for the company. We created visual displays that reflected or highlighted the key pieces that we had for sale and

promotions in the store. Also, when purchasing the garments for the store we kept in mind the current trends that our target market(s) would want and current celebrities that they would want to emulate. This covered every garment from party dresses to formal gowns that was sold in the boutique.

I believe my career history and academic career thus far makes me an ideal candidate for this COS location. I would like to have a further discussion on this position at your Westfield World Trade Center location in the near future. Thank you for reviewing my application.

Best regards,

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