

May 6th, 2023

LVMH Hiring Representative

New York, NY,

To Whom It May Concern:

I am writing to convey my interest in your current open position for a digital marketing and media trainee at Christian Dior, which was posted on Indeed.com on April 7th, 2023. Over these last four years, I have been working tremendously on obtaining my Bachelor of Science degree while majoring in the Business and Technology of Fashion with a module emphasis on *Global Fashion* at New York City College of Technology, City University of New York (*CUNY*).

While obtaining my baccalaureate degree I was able to gain valuable insight and knowledge of the world of fashion through my various courses. One, particularly, was *Trend Forecasting and Social Media* (BUF 3100). In this class, I was taught to identify and analyze trends based on color, textiles, garment history, and preferability. Being able to identify trends is such a critical asset in the world of fashion and how brands continue to grow and prosper within the industry. For our final project, my partner and I curated a 40-page trend report about men's pants which required us to do an in-depth analysis and prediction of six upcoming styles of men's pants that would be trending in the year 2024. This course has granted me the necessary skills to be able to keep up with the latest fashions as well as dissect the history of garments in order to trace repeat trends that will likely occur in our modern world. I believe this can assist me with marketing operations at Dior by giving me insight into which trends would appeal to each specific target market.

Another class where I could apply my marketing knowledge to your team is *Contemporary Designers and Luxury Markets* (BUF 3310). In this class, I was able to break down what makes a brand luxury and identify specific target consumers for each luxury brand. I had to identify what makes a brand desirable and what characteristics of its personality make them desirable. When doing this I found out that consumers of luxury products usually opt for brands that have an

emphasis on personification. This class has provided me with a crucial understanding of how luxury brands market their products as well as the key elements and methods when it comes to a brand's identity surrounding its marketing methods. I believe that this class can certainly help me understand the methods of marketing within Christian Dior as well as add new and innovative ideas that can be found useful in such a competitive market that is constantly shifting.

The last class that I believe has equipped me with the appropriate skills for this job would be *Advertising* (MKT 1214). This class taught me the various means of marketing communication as well as how brands stay true to their image through the use of various marketing methods. In particular, I've figured out that it is essential to figure out what brand values most and to get that message to show throughout its marketing efforts. For my final project I was tasked to create a marketing and PR strategy for Five Guys Burgers and Fries, which is a company that does not advertise, I was able to formulate a market analysis as well as list environmental factors that would assist in an integrated marketing communication strategy in order to drive results. I can apply this understanding of utilizing integrated marketing communication strategies in order to spread Dior's message to its consumers and ultimately drive results.

Alongside working to obtain my bachelor's degree I was also able to gain an Internship working for an up-and-coming denim jeans brand *Si Tu Veux* whose base is rooted deeply within the hip-hop and streetwear community and whose clientele includes a wide variety of rappers and entertainers. My position at this job is as a social media intern. My duties include creating content via Instagram and tik tok in order to try and improve our social media presence, media outreach, showroom merchandising, and online advertising. This internship has given me the opportunity to gain valuable real-world work experience in a fashion setting. I know this internship is giving me the necessary tools to be able to understand and handle how a high-value brand operates and its essential need for premier marketing. When I reflect upon my internship I can certainly say that I retain tons of values that I can carry with me in my everyday life, one of which includes maintaining integrity. I feel as if a brand wants to flourish it has to maintain its integrity and whichever values it holds that have stuck with them since the beginning.