

July 24, 2023

Rains
292 Lafayette St
Manhattan, New York, 10012

To Whom It May Concern:

I am writing to express interest in the position of Retail Manager at Rains, as advertised on the Rains career site on July 18, 2023. In my past year and a half of retail experience, I have gained a comprehensive understanding of managing retail operations effectively from inventory management to providing excellent customer service, including showroom experience. With diverse experience in retail, I have a comprehensive understanding of store operations. As a sales associate, I excelled in customer service, relationship building, and meeting sales targets. As a stock associate, I specialized in inventory management and optimizing supply chains.

Currently, I am obtaining my bachelor's degree at the New York City College of Technology City University of New York majoring in Business and Technology of Fashion. The Bachelor's degree in the Business and Technology of Fashion (BTF) program prepares students for careers in the fashion industry. Graduates can enter positions such as merchandising, styling, blogging, and sales. With experience, they can progress to roles like buyers, e-commerce executives, product line managers, and fashion forecasters. My studies in the Business and Technology of Fashion program have equipped me with a strong foundation in fashion business principles and trends, enabling me to make data-driven decisions and anticipate market shifts.

Having attended certain developmental classes in the BTF program has prepared my knowledge for major retail opportunities. For my Gender, Dress, and Society class, I created a book titled *Clothes Tell a Story: The Significance of Outfits in My Life* specifying different aspects of dress and outfits. By researching many different aspects of dress I was able to express my thoughts about my own outfits and own fashion sense. By immersing myself in this subject matter, I gained valuable insights into the power of fashion as a form of self-expression and communication. Understanding the intricate relationship between clothing and personal narratives has enriched my ability to connect with customers on a deeper level, allowing me to assist them in finding garments that not only suit their style but also resonate with their individual stories.

For my Trend Forecasting and Social Media class, I was able to gain knowledge about different fashion trends and sales forecasting. In this class, I learned other techniques for identifying trends and improving sales using my knowledge of trends. I learned various techniques for

identifying emerging trends and leveraging social media platforms to amplify brand presence and engage with target audiences effectively.

Furthermore, my knowledge in the Contemporary Designers and Luxury Markets class in the BTF program has broadened my understanding of luxury international retail markets. This knowledge has prepared me to adapt to dynamic market trends and seize new opportunities for business growth. By analyzing domestic and international markets, I gained valuable insights into consumer preferences, regional differences, and emerging market trends.

With my industry experience in retail in the Soho area, I have gained valuable insights into the fashion and lifestyle industry. Working in sales and stock positions, I have honed my ability to deliver exceptional customer service while maintaining efficient inventory management. This experience has provided me with a comprehensive understanding of the target market, enabling me to anticipate customer preferences and align the store's offerings with their needs. Inventory management has been a crucial area of focus, and I have implemented strategies to optimize stock levels and ensure a smooth flow of goods. I possess strong leadership qualities evident in my college classes and as a sales & stock associate in retail. In both settings, I organized and motivated teams to achieve goals successfully. I believe in empowering team members, fostering a positive work environment, and delivering exceptional results. In summary, my industry experience in retail, coupled with my analytical and leadership skills, aligns perfectly with the qualifications outlined in the job description.

I look forward to discussing my experience and qualifications in person. I am excited to share how my industry experience, leadership abilities, and educational background align with the Retail Manager position at Rains.

Sincerely,

Bai Ngai

A handwritten signature in black ink that reads "Bai Ngai". The signature is written in a cursive, flowing style with a horizontal line underneath it.