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To whom it may concern:

I am writing to express my deep passion and keen interest in the Visual Merchandiser position at Tommy Bahama. I found the application posted on LinkedIn. I want to apply as my studies and experience complement the offering. I have completed courses in *Visual Merchandising*, *Financial forecasting*, and *Merchandising Planning and Buying*, which have provided me with the necessary skills and fueled my passion for this field. I am particularly drawn to Tommy Bahama's island-inspired lifestyle brand and I believe my personal values and professional skills align perfectly with the company's culture. I am excited about the opportunity to contribute to the team. I will obtain a Bachelor of Science in Business and Technology of Fashion at New York City College of Technology, the City University of New York (CUNY) in December 2024, which will support comprehensive achievements in the field.

As a student in *Buf 2246: Introduction to Textiles*, I learned the differences between fiber content and construction—the understanding of how fibers vary in shapes, colors, textures, and performers. The course requires students to acquire a textiles kit, a tool that allows students to work individually to collect information and examine fibers, such as natural, artificial, staples, and filament fibers. As a final project, students were required to choose a film, apply textile knowledge, and examine fashion culture outfits and the relationship between two eras. In groups of two, we selected the movie *Back to the Future*. Essentially, the project allows students to understand the fashion movements established by the cast wardrobe, representing trends across certain eras. Students understood the importance of fabrics and movements that allow the perfection of certain scenes, including running, fight scenes, or dance movements, resulting in free movements. Ultimately, the course taught me the importance of consumer behavior and the value of targeted marketing based on fashion trends, particularly through television promotion.

In addition, as a student in *BUF 2255: Merchandising Planning and Buying*, I learned that mathematical concepts, inventory control, and sales records are fundamental to how a business increases return on investment. The course prepared me to identify which goods and services should be offered, how many units should be made available, and at what price should goods and services be marketed in order to increase profit. As a final project for the course, I created a fashion retail store, and I was responsible for making marketing decisions on products, location, and style of the store. This course prepared me for real fashion marketing situations, ensuring my readiness and adaptability in any competitive company.

Additionally, I completed the course *Buf 2203: Visual Merchandising*. In this course, I applied technological skill through Windows presentation strategies to include creativity to raise customers' awareness of a retail company's products and services. The purpose of visual merchandising is to encourage customers to buy products or services which I have a firm grasp on at this time. The course taught me how to use colors, window displays, and structure to maximize profit. In one of the class assignments, I implemented a color wheel to elaborate on specific assignments examining different tones and shapes. This provided me with the opportunity closely experience the value of color in store windows where message delivery is concerned. My final project involved a selection of specific store windows to analyze choices made by the marketing teams for nuanced or universal appeal. Thus, this course taught me how to critique and examine all aesthetic elements of a display.

Should you find that a person of my passion and ability is a proper fit for your internship, please do not hesitate to reach out. I look forward to hearing from you.

Regards,

Carlos Ortega

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