

May 1, 2024

Queens, New York

BCI Brands LLC.

New York, NY

Dear Mr. Hirling,

I am writing to express my interest in the full-time Assistant Fashion Designer position at GAP. I saw the posting on Glassdoor.com on April 30, 2024. For the past 6 years, I have been pursuing my baccalaureate degree in the Business and Technology of Fashion major from the New York City College of Technology-CUNY. I have taken a myriad of design and fashion courses relating to clothing silhouettes, sourcing fabrics, and researching upcoming trends. These courses include *BUF 2246: Introduction to Textiles*, *BUF 2203: Visual Merchandising*, and *BUF 3100: Trend Forecasting and Social Media*.

Within the *Introduction to Textiles* course, I learned the foundation of how fabrics are made as well as the difference between woven and knit materials. I understand when it is appropriate to use one textile over another but am not afraid to push the boundary. With the Textile Kit I have curated during this particular course I can identify and differentiate a wide variety of fibers. I gained knowledge about warps and wefts through a hands-on experience by constructing a weaving structure.

The *Visual Merchandising* course consisted of understanding and utilizing a store's layout to sell a product more effectively. I have learned the importance of not only the placement and position of items but the importance of the atmosphere within a store. I have worked on a design project that utilized cross-merchandising. It caused me to evaluate a store's layout and how I can influence a customer's decision to buy more products based on the association of different products. For example, setting up articles of clothing such as bathrobes close to bathroom hygiene products may push a customer to buy said bathrobes because now they may be thinking about a spa day. The environment in which products are placed is just as important as the products themselves.

Finally, *Trend Forecasting and Social Media* as the name suggests has taught me how to research upcoming trends and the use of social media to do so. More than just looking into the next hot color, I know how to research what's currently in, what's bound to be hot, and what is about to flop. I collaborated with two other students to create a hypothetical sports luxe brand. We studied our target demographic, who was most likely to buy our garments based on their income and overall lifestyle. Looking into past trends and what is likely to cycle back into style, we concluded our best bet would be to target young women as a lot of them are on the go, and want to be comfortable but still look put together.

Outside of academia, I possess technical drawing skills. I can create flats and sketch out concept art for various designs. My internship has allowed me to get a feel of what's to come in the industry. Interning at a couture boutique I have a tighter grasp of what goes into design and a

broader insight into the various inner workings of the design process. From interacting with clients to planning out press releases, I have witnessed the multiple steps that need to be carried out to design, craft, release, and market apparel.

For more insight into my background and qualifications, please review my attached resume and portfolio. Please get in contact if you would like to schedule an interview or have any questions about my skills and experience. I look forward to speaking with you soon.

Regards,

Zoe Carney