

December 14, 2023

Hiring Manager  
Ralph Lauren  
650 Madison Ave  
New York, NY 10022

Dear Hiring Manager:

I am writing to express my interest in the position for full-time retail assistant within Ralph Lauren which I found on LinkedIn on November 28<sup>th</sup>, 2023. Over the past five years, while obtaining my bachelorette at the New York City College of Technology, City University of New York (CUNY) I have diligently pursued a comprehensive education, immersing myself in courses that spanned various facets of the retail industry. I have researched university databases which has equipped me with a solid foundation in understanding trends in fashion forecasting, marketing and sales, fashion merchandising, consumer behavior, visual merchandising, fashion and textile studies, global sourcing and international retail trade, and business ethics, data analysis, and business communication.

Throughout my time at New York City College of Technology, I took various courses that equipped me with a range of valuable skills that are crucial in the fashion industry. *Trend Forecasting and Social Media (BUF 3100)* helped me develop the ability to analyze and interpret fashion trends by studying historical data and market research, enabling me to anticipate the direction of fashion movements. Additionally, it helped hone my research skills, allowing me to stay ahead of emerging styles, colors, and fabrics. My critical thinking skills improved as well, as I learned to assess the cultural, economic, and social factors that influence fashion trends. In addition, through group projects in the course, I have become more proficient in effectively communicating trend forecasts through presentations and reports; a vital skill for collaborating with design and marketing teams.

*International Retailing (BUF 3300)* enabled me to create a store website for a Canadian boot company that would drive people in and create sales by giving me a thorough grasp of consumer psychology and behavior. It also developed my writing skills as every tab written had to be tight and concise with no filler and straight to the point. All the data collected was to be fact-checked and must have given proper credit to the original author. To build a functional and aesthetically pleasing website, I have learned how to work with a variety of tools and software, including design programs such as Adobe XD, WordPress, and Canva. Now that I possess impeccable writing skills, I can assist with drafting any sort of press releases, strategy decks, pitches, or writing down talking points from meetings. As a result, I have cultivated a versatile skill set in writing and design, enabling me to contribute effectively to diverse communication needs in professional settings.

Enrolling in another course that was focused on current concerns in the fashion industry also provided me with an extensive array of skills necessary for success in this fast-paced industry. *Contemporary Issues in the Fashion Industry (BUF 4700)* helped me develop a keen eye for trend analysis and market dynamics, which allowed me to stay ahead of industry shifts and consumer preferences. It helped me analyze and assess the many problems that the fashion industry is currently facing, from ethical dilemmas to worries about sustainability. It instilled in me a heightened sense of social responsibility, emphasizing sustainable and ethical practices within the fashion industry. In short, I am well-positioned to navigate the fashion industry's complex terrain, where trends, ethical considerations, and sustainability play pivotal roles in shaping its future.

During my internship at Primark, I gained invaluable experience in the fashion industry, primarily focusing on visual merchandising. One of my key responsibilities was evaluating visual merchandising displays to ensure they aligned with Primark's branding and maximized product visibility. I took satisfaction in creating eye-catching product displays and meticulously arranging merchandise to capture customer attention, ultimately driving sales and boosting brand appeal. In addition, I had responsibility for responding to customer enquiries and concerns, resolving issues quickly, and maintaining a high level of customer satisfaction. One of the highlights of my internship was how it enabled me to identify fashion trends and product features, allowing me to provide informed fashion and styling tips to customers.

My previous experience as a taxi dispatcher, seemingly unrelated to the fashion industry, has surprisingly proven to be an asset in the world of fashion. Much like managing taxi dispatch operations, where I ensured efficient responses to customer requests, my ability to prioritize and maintain efficient processes translates effectively to the fast-paced world of fashion retail. Having to interpret complex traffic data and construct well-organized taxi schedules and routes, equipped me a keen eye for data-driven decision making. It is a skill that is transferable to the fashion industry, where understanding customer preferences, market trends, and inventory management requires a similar analytical mindset. My diverse background positions me as a versatile and well-rounded professional ready to excel in the dynamic world of fashion.