

Scotch & Soda
New York City, NY
March 24th, 2022

TO WHOM IT MAY CONCERN:

I am writing to apply for the omni channel buyer position at Scotch & Soda. I found the position on FashionJobs.com on March 24, 2022 at 6:30pm. I am an Upper Senior at the New York City College of Technology within the City University of New York, pursuing a Bachelor's Degree in the Business of Technology of Fashion, with an emphasis in Global Fashion. Detailed coursework that I have undertaken within my module of Global Fashion includes International Retailing, Contemporary Design and Luxury Markets, and Global Sourcing and International Retail Trade. However, relevant knowledge for the buyer position are from Merchandising Buying and Planning, Trend Forecasting and Social Media, and Essentials of Marketing. I contend that such knowledge and information gained from these courses will aid Scotch & Soda in the buying activities for a growing European fashion brand in North America.

While taking a course in Merchandising Buying and Planning, at the New York City College of Technology, within the City University of New York, I took part in a group project. I worked in a group of 3 to design an Open-to-Buy for the fashion retail store my team and I curated. Within our fashion retail store, Reine Forte, we chose the classification of women's suits, which was supported by trend information and research. We designed a location for the store, and used Retail and Costs from the Open-to-Buy to stock the store with womens-pant suits for the Spring/Summer seasons of 2021. I was responsible for doing research to aid in the development of the store. I use numerical figures to tabulate the Open-to-Buy for each month, design the store's layout/location, design the target market for our average consumer and aid the entrepreneurial process of how to create a retail business. This experience has strengthened my analytical, and retail math skills, while analyzing data to convey a story.

While taking a Trend Forecasting and Social Media Course, I worked in a group of 5 to create a two-year fashion forecast for the year 2022, for a major fashion forecasting company. We looked at women's pant suits and selected and analyzed 8 different trends for the season. Using trade and consumer publications, We located and reported basic facts about each trend, using information from 2018, 2019, and 2020. We also sketched and chose exciting proposed colors and fabrics for Women Pant Suits of the year. I described the trends that appeal to our proposed target market, researching fashion trends, and I organized, and synthesized various components of the project. To generate the forecast my team and I used specific forecasting techniques to understand the differences in fabric, styling, color, fit and silhouette, determined the factors that are likely to affect trends in the future, in addition to using other forecasting techniques. This experience has strengthened my written skills, my ability to work autonomously to build a report, and be a flexible and collaborative team player.

While taking a course in Essentials of Marketing, I curated a marketing plan for Apple Inc. In this plan I aimed to address the company's retail-marketing strategy and how this can foster business success. The plan addressed specific issues within the company, and explained how advertising can lure prospects to purchase Apple products. Additionally, I explained how the company has the potential to revise its marketing mix to ensure that the products are suitable for consumers. This was accomplished by using SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to analyze various aspects of the company. By conducting the environmental analysis, analyzing the company's marketing objectives and strategies, and using market implementation and performance evaluation, showed how Apple Inc. can increase its market share and growth rate. This experience has strengthened my ability to write and curate actionable and business driving decisions.

I am an e-commerce seller on the platforms Poshmark, Mercari, and Facebook Marketplace. I use sales procedures and techniques I have established to sell to customers across the United States. I believe this experience will help Scotch & Soda reach their goals and objectives. I am a well organized, motivated, detailed oriented individual with strong research skills, analytical, retail math, and proficient knowledge of the fashion industry. I have an understanding of Merchandising Buying and Planning, Trend Forecasting and Social Media, and Essentials of Marketing and will use this to my advantage.

For a greater understanding of my accomplishments and qualifications, please review my attached resume.

Best regards,

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