July 15, 2024

VINCE

900 N Cahuengo Blvd, Los Angeles

Ca, 90038

To Whom This May Concern:

I am writing to express my interest in the position of a Visual Merchandising Coordinator at Vince that was posted on LinkedIn on July 10th, 2024. I have taken courses in Visual Merchandising, Trend Forecasting & Social Media, Textiles, and International Retailing, which have provided me with substantial knowledge of the fashion industry. In the fall I will be obtaining my Bachelor of Science degree in the Business and Technology of Fashion from New York City of Technology, City University of New York (CUNY)

In the course ***BUF 4246: Future Fashion and Textiles***, my first module assignment was centered around choosing a sustainable clothing brand (I chose Eileen Fisher) and researching problems within the fashion industry, background information about our selected company, fair trade issues, market demographics, if our selected brand was sustainable and the financial perspective of having a sustainable business. For my second module, I had the choice of either up cycling an existing garment or naturally dying an existing garment. I choose to up cycle a pair of denim shorts into a mini skirt. I photographed and recorded the entire process, starting with the first garment, the removal of inner seams, deconstructing one of the back pockets to cover up a slit towards the front of the garment and lastly, using fabric glue to seal my upscaled garment. I allowed my garment to dry overnight and modeled my completed look. My third module for the course was an Adafruit Bow Tie DIY Project. For this project, I was introduced to working with electronic components. It was my first time working with an e-textile and I was extremely surprised with how sensitive lithium batteries were. In conjunction with the e-textile assignment, I learned about Smart Textile Classifications such as passive, reactive and and interactive textiles. The final module assignment for the course was to create my own original idea for an apparel company, sustainability initiative, or product. For this project, I decided to use smart textiles to design school uniform shirts that would have a QR specifically made for children when entering school and in case of an emergency. I prepared a SWOT analysis, discussed cost and demographics, scalability, and fair trade. To culminate the semester, I used the app Crevado to create an e-Portfolio for all my assignments and discussion posts.

In the course ***BUF 3500: Brand Image Marketing***, my first assignment was to create a brand. I chose to create a luxury handbag line, focusing on what I would want my brands entity, promise of value, relevance, brand values, positioning, and image to be. The second assignment for the course was centered around choosing a luxury brand and creating a target segmentation profile based on the brands history, vision, and brand culture. For this assignment, I focused on men and women from the ages of twenty-five and up with an income of over $150,000. The third class assignment taught me about brand repositioning, relaunching and revitalization and I was able to draw the connection with Gucci and how the company was able to make a complete turnaround after changing their brand positioning and shifting their focus to millennials and because of that their online presence grew. With the relaunching, focused on Hugo Boss and the launch of Hugo. For some time, there was no clear connection between the brand and consumer, especially on Millennials and Gen Z. Once Hugo and Hugo Boss were separated, one label focused on streetwear and the other on fine tailoring. In terms of rebranding, I focused on Bottega Veneta and the amazing things Daniel Lee was able to do. For my final assignment, I created a PowerPoint for centering branding. My focus was on the perfume industry and what makes a fragrance successful; whether it be the quality, pricing, rarity, and honesty.

In the course ***BUF 2203: Visual Merchandising,*** my first assignment was a color assignment, focusing on primary colors and secondary colors after mixing primary colors. The second assignment for the course was a color value assignment which allowed me to understand shades from lightest to darkest, with proper terminology like **hue, tint, shade and tone.** With visual merchandising, it is important to know elements of design such as **form, line, color, texture, proportion, balance, rhythm, contrast, repetition, juxtaposition, and dominance.** For students to better understand the the elements of design, we went to 5th Ave in Manhattan looking at window displays and choosing one. In addition to doing that we then had to go to the MET and find artwork that resembled the visual display that was selected and write a paper using the elements of design. Furthermore, I learned about visual display layouts, lighting, non traditional retailing, and window displays. My final assignment for Visual Merchandising was creating an ePortfolio with all of the assignments given throughout the semester and finding a job in fashion with our resumes and cover letter highlighting key qualifications.

My industry experience includes working at Macy’s as a Retail Sales Associate. In this role I recommended products to customers, processed card and cash transactions, communicated sales and promotions to every customer, and explained the companies credit card to every patron, assisting with opening up store cards and signing customers up for the store's rewards program; ensuring that every patron I came in contact with had a pleasant shopping experience. When I was not providing customer service I organized my departments stockroom, replenished fixtures, and organized the cash wrap. Currently I am an Executive Intern at Lafayette148. In this role I aid with pulling sample pieces to loan, classify current and archived fabric swatches, prepare sample swatches for pre production, select showroom pieces for pre production fittings and sew labels onto garments as well as assisting in the showroom.

My skills include time management, creativity, active listening, collaboration, computer literacy, teamwork, writing, interpersonal skills, communication, and teamwork. My computer technology skills include Microsoft office, spreadsheet, AssetTracker, DeSL, BlueCherry and Python. Conducting proper research is important, and I use fashion databases like FashionSnoops, The Fashion and Race database, BOF and Women’s Wear Daily just to name a few. In addition, I am an avid Vogue Magazine reader, which allows me to stay up to date with every fashion trend and faux pas. In this position I will be able to use my skills to the best of my abilities. I look forward to discussing my qualifications with you soon.

Sincerely,

Chynna Caleb-Nicholson

*List of References*

Dr. Alyssa Dana Adomaitis, Ph.D. MBA

Director and Associate Professor

Business & Technology of Fashion Program

New York City College of Technology, City University of New York (CUNY)

285 Jay Street, Academic Building A A-812A

Brooklyn, NY, 11201

718-260-5757

[aadomaitis@citytech.cuny.edu](mailto:aadomaitis@citytech.cuny.edu)

Dr. Robert Woods

Lecture Doctoral Schedule

New York City College of Technology, City University of New York (CUNY)

718-260-5773

[rwoods@citytech.cuny.edu](mailto:rwoods@citytech.cuny.edu)

Denise H. Sutton

Associate Professor/Director, Entrepreneurship & Innovation (Program Under Development)

New York City College of Technology, City University of New York (CUNY)

285 Jay Street, Academic Building A A-611F

Brooklyn, NY, 11201

718-260-5979

[dsutton@mail.citytech.cuny.edu](mailto:dsutton@mail.citytech.cuny.edu)

King Chong

Executive Director of Corporate Relations

Lafayette148

141 Flushing Avenue, Building 77

Brooklyn, NY, 11205

[king.chong@lafayette148.com](mailto:king.chong@lafayette148.com)