

August 5, 2024

Almost Famous Clothing
Hiring Manager
48 West 37th Street
5th Floor
New York, NY 10018

Dear Hiring Manager:

I'm writing to express my interest in the position of product development assistant at Almost Famous Clothing. I have taken courses in textiles, visual merchandising, and product development. I understand social media apps such as Instagram and TikTok. I'm anticipating to obtain my Bachelor's degree in Business & Technology of Fashion in December of 2024.

In BUF 2400: Product Development in the Fashion Industry, my final assignment was to create and submit a product development brainstorm presentation. My objective was to select a product to develop and bring to market, supported by a mood board and thorough research. I chose hiking boots as my product. To complete the assignment, I identified and explained the target consumer for hiking boots, conducting research on their demographics and discussing the psychographics that influence their purchasing decisions. I also analyzed the life stage of my target customers and their motivations for making a purchase. This project taught me how to create a mood board and demonstrated its importance in the product development process.

While enrolled in *BUF 2246: Introduction to Textiles* course, I was tasked to conduct a research project on natural dye substances such as the history and why it is used. The project was titled *Blueberries Are Not Just a Fruit!* I also applied the natural dye substance I picked to a garment of my own using a dyeing technique. The natural substance I picked was blueberries and the dyeing technique I used was the *accordion fold*. I also provided a step-by-step tutorial with photos of the dyeing process which included prepping the garment for dyeing, prepping the natural dye substance, and how to do the accordion fold dyeing technique. From this assignment, I learned how clothes can be repurposed and how to be hands on with textiles.

For a group project in *BUF 3100: Trend Forecasting and Social Media*, my partner and I were tasked with developing a two-year fashion forecast for our major fashion forecasting company, *Futuristic Gears*. We selected the men's category and focused on rugby shirts. Our assignment involved selecting and analyzing four different trends, each accompanied by a sketch. We conducted thorough research on men's rugby shirts, creating a consumer profile, detailing the history of rugby shirts, and constructing a timeline of their evolution. We also examined the influences and directions of the rugby shirt trend and produced trend reports discussing its composition and our rationale for its forecasted popularity. This project taught me how to analyze colors, fibers, silhouettes, and textures to accurately forecast future trends.

My experience includes working as an intern at Primer Rebelde de America, where I am head of production and in charge of all product production such as creating production schedules, assuring all deadlines are met, and contacting local manufactures such as screen-printing shops for any screen-printing needs. I also use my knowledge and resources to assist the brand with production as everything is done in-house and locally. I use Adobe Photoshop to create and edit graphic designs, pick the correct equipment for our projects such as screen-printing screens, and assisting in production like screen printing designs on to garments.

I am excited to bring my enthusiasm, dedication, and passion for production to Primer Rebelde de America. I am confident that my background in textiles, product development, marketing, trend forecasting, and visual merchandising, combined with my hands-on experience and eagerness to learn, makes me a strong candidate for this internship. I look forward to the possibility of contributing to your team and further developing my skills under the guidance of your experienced professionals. I am eager and look forward to discussing how my background, skills, and interests align with the goals of your production team.

David Bautista
4225 Judge Street
Elmhurst, NY 11373
6462623804
davidbautista501@gmail.com