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To Whom It May Concern:

I have immense interest in the Wholesale Sales Assistant position at 3.1 Philip Lim which was posted on LinkedIn.com on April 19th at 6:00pm EST.

Over the past four years of college, many fields within the fashion business sparked my interest. I am currently obtaining a bachelors degree in the Business and Technology of Fashion. I took a strong liking to the business aspect of the fashion industry, wholesale and buying to be precise. The coursework I have taken over the years such as *Merchandising and Planning (BUF 2255)*, *International Retailing (BUF3300)* and *Trend Forecasting (BUF3100)* have exposed me to the science of this position and what it takes to excel. In addition to my coursework, the logistics associate position I hold at Hypebeast (HBX) requires me to be proficient with excel sheets and pivot tables, two things that are prominent with wholesale. The coursework and job experience create a synergy which prepared me to obtain roles such as the Wholesales Sales Intern for the luxury black owned bag brand ASHYA. This role elevated my skill set in regards to creating linesheets for market week, creating presentations on G-Suite and Keynote, and being able to create relationships with luxury retailers such as MyTheresa and Mr.Porter.

Merchandising Planning and Buying (BUF2255) introduced me to the foundation of retail math. In the business of wholesale and retail buying, it is important to have knowledge of product markup percentages. By dividing the wholesale price from the retail price, then multiplying the decimal by 100 generates this percentage. This percentage is very important as it serves as a basis for suggested retail price for the said product. From a wholesale perspective, planning out where material will be sourced from and the cost of making the goods is extremely important to know. These costs may eat into profit margins and affect product pricing, one of the key factors that may either attract or repel a consumer. In this class my classmates and I created a buying plan which accounted for all these factors. I was in charge of the math and chart portion of the project and learned the basics of retail math while doing the project. The class also shed light on universal methods and strategies retailers use on an international scale.

International Retailing (BUF3300) emphasized the importance of product placement and the correct terms to use when talking about price points. In this class my group was tasked to create a product that mirrored the values and culture of a country given to us. This is extremely important in the world of wholesale and buying because pitching a product to a retailer that does not fit your brand image and likeness can be very damaging. For example, my group was assigned Switzerland so we created a limited edition Rolex. Switzerland is known for their love of technicality and exclusivity especially in watches. Being that these were Rolex watches, the term luxury had to be associated with it as the price point aligns with the definition. In regard to product placement and purchase, we made it only available in Europe to enhance the exclusivity. In the world of wholesale and buying these details cannot be overlooked.

In wholesale, being able to differentiate fads from strong trends is important as it can save businesses a lot of money. In the *Trend Forecasting (BUF3100)* class I took we were tasked to create a product that we felt that would thrive within the next two years. Denim being a classic, extensive research went into what color denim did best

overtime, popular silhouettes, and how they were being marketed to consumers. I was in charge of researching where we can source the best denim and also designed the collection. Despite wholesale demanding that statistics and hard facts be used as a basis for every plan, there is always room for creativity. These classes have prepared for this role and there is intent to refine my skills with each position I obtain.

Currently, I am employed at Hypebeast (HBX) as a *Logistics Associate*. At HBX I assist stylists on the sales floor by providing them with present inventory count and information on new products coming in. I also touch base with the Hypebeast team in China to give weekly updates on best selling items, back of house updates, and upcoming events the store plans to execute. Hypebeast has hosted many events such as the Martine Ali activation and Timberland event, both in which I worked. Working here for over a year, I have learned about a variety of upscale brands and the direction in which high end streetwear is headed. This job has also refined my technological skills as I utilize about 3 intricate retail softwares every shift. Generally from my first day working there up until now I am always learning and implementing new strategies to increase efficiency completing tasks.

Being an entrepreneur I use social media apps such as Instagram, Facebook, and Twitter to increase exposure and interaction with my brand. Utilizing Instagram features such as scheduling posts and boosting posts help me keep up with the instagram algorithm so my brand is in front of more people. Using the add to story feature and tagging products on Instagram have also been significant features that I use to make access to my products seamless. I am proficient in Adobe Photoshop as I design my logos and tech packs from there. When I do not have a certain item pre-made, I use Adobe photoshop to create a mockup as a substitute for the actual product, then create pre-orders as opposed to being ready to ship. These are skills that I have gained being an entrepreneur.

Retail work has taught me how to work in hectic and fast paced environments. Being a self-starter and always being ready to learn is an advantage I see I have amongst others. Leadership and being vocal are things I showcase in the workplace and these traits have onced earned me a promotion as a stock lead. The past and recent jobs I have obtained were pieces of the puzzle needed to fully comprehend the position of the wholesale sales assistant. I have held positions that required me to be behind the register, sell to customers, and receive and export shipment/orders. I have a great understanding of how retail stores work and with my prior work experience, education, and traits this position feels like a great fit. Overall, my background in regard to fashion correlates very well with the position.

Looking forward to your response.

Warmest,

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