

To Whom This May Concern,

This is a letter of application for the position of Brand Planning Assistant at Ralph Lauren. I am a soon-to-be graduate in January 2025 from New York City College of Technology City, University of New York (CUNY) with a Bachelor's Degree in Business and Technology of Fashion with a focus on Global Fashion. With a multifaceted background as an executive assistant and recent hands-on experience as a Fashion Producer Assistant, I am confident that my skills and insights make me a strong fit for this role and a valuable contributor to your team.

Throughout my career, I have honed my expertise in strategic planning, team coordination, and operational streamlining. With over seven years of experience as an executive assistant, I am adept at managing schedules, nurturing client relationships, and swiftly adapting to align with company goals and values. My ability to prioritize and execute projects has continually strengthened my problem-solving and decision-making skills, enabling me to be a dependable and resourceful team member.

In my recent role with Bronx Fashion Week, I served as a Fashion Producer Assistant, where I played a key role in orchestrating logistics for successful event planning and execution. My responsibilities included selecting venues, coordinating schedules, and overseeing on-site setups and breakdowns. I also managed event materials, handled administrative documentation, and facilitated communication between teams to ensure seamless coordination. Following each event, I participated in evaluations, gathering insights and reconciling expenses to inform improvements for future initiatives.

Through my coursework in *Introduction to Fashion* (BUF 1101), one gained a strong foundation in fashion terminology and a deeper understanding of the different phases of fashion development throughout history. One learned how fashion trends have evolved, not only as a reflection of societal changes but as a driver of cultural and economic shifts. This knowledge has given me a well-rounded perspective on how the fashion industry operates, helping me appreciate the significance of innovation and market dynamics in shaping trends. Fashion encompasses a wide range of concepts, from personal style and popular trends to the textiles and silhouettes that define each garment. It spans the luxury of haute couture, the accessibility of ready-to-wear, and the influence of street style, while also addressing contemporary concerns like sustainability and the rise of fast fashion. The fashion cycle, driven by these elements, reflects a constant evolution influenced by artistic aesthetics and the practical needs of consumers, such as the popularity of athleisure and capsule wardrobes.

In my *Product Development in the Fashion Industry* class (BUF 2400), one did not only learn about the seven essential steps—ideation, research, planning, prototyping, sourcing, costing, and production—but also how to apply these concepts in real-world scenarios. The course emphasized the importance of problem-solving, especially when unexpected challenges arise,

such as material shortages or miscommunication, and how to keep the end product aligned with the brand's goals. One gained insight into the significance of collaboration across departments, highlighting the need for strong interdepartmental communication between design, marketing, and supply chain teams. We also explored the integration of sustainable practices and ethical sourcing in production, ensuring that products meet both consumer expectations and industry standards. Additionally, the class reinforced the importance of balancing creativity with market demands and being adaptable throughout the development process.

In addition, in my *Branding Image Marketing* course (BUF 3500), one delved into the history of luxury and startup brands, analyzing both their triumphs and failures. One notable example was Gap, one of the first founders of jeans in the USA, whose decline provided key insights into how even iconic brands can struggle without consistent innovation. Through researching brand identities, one realized how my own fashion style has remained true to certain elements over time, much like how a brand must stay authentic to its core while evolving. This self-awareness allowed me to recognize that, while I've always been drawn to classic, timeless pieces, one needs to embrace more modern trends to remain relevant in the ever-changing fashion industry. The class also helped me see the importance of personal brand strategy, as one worked on applying market visibility techniques to both established names and my own fashion sense.

In conclusion, my academic journey, coupled with hands-on experiences, has provided me with a solid foundation in the fashion industry. My Introduction to Fashion class introduced me to the fundamentals of the industry, including fashion history, trends, and key players. In Product Development, one gained practical insights into the entire production process, from ideation to execution, emphasizing transparency, communication, and accountability. My Branding Image Marketing class taught me the critical importance of brand identity and visibility, helping me understand both the successes and failures of luxury and startup brands. These experiences have shaped my understanding of the fashion industry and enhanced my ability to approach challenges creatively and strategically, preparing me for the next step in my career.

As a graduate of City Tech College with a degree in Business and Fashion of Technology, I bring a solid educational foundation and practical experience across various industries, from fashion to hospitality and education. I am excited about the opportunity to contribute to the role of Brand Planning Assistant at Ralph Lauren. I would welcome the chance to discuss how my skills and experiences align with your team's goals. Please find my resume attached for further details.

Thank you for considering my application.

Best regards,

Giselle Leon