

July 3, 2024

Flora Montes  
Bronx Fashion Week  
200 Baychester Avenue  
Bronx, New York, 10475

Dear Ms. Montes,

This is a letter of application for the Fashion Production Assistant position at Bronx Fashion Week, which one was referred to by my cousin Fannessa De La Rosa. As a high-performing executive assistant, my experience aligns well with the qualifications you are seeking at Bronx Fashion Week. My skill set, combined with my educational background and past work history, would make me a valuable addition to your organization.

Currently, one is a senior fashion student in my final semester at the New York City College of Technology (CUNY), where one will be graduating in June 2025 with a degree in Business and Fashion Technology. This internship is incredibly important to me as it represents a crucial opportunity to gain firsthand experience in event production, event marketing, and company negotiations, key areas in which one is passionate about building my career. One is eager to immerse myself in the practical aspects of the fashion and event industries, as this experience will provide me with the insights and skills one needed to transition successfully into a full-time role after graduation.

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.

One wants to discuss my qualifications and how they align with the Fashion Production Assistant role position at Bronx Fashion Week. I have attached my resume for your reference.

Best Regards,

Giselle Leon