

December 3, 2023

Rebecca Minkoff
Director of Product Development
16 West 22nd Street, 7th Floor
New York, NY
10010

Dear Lindsay Silverman,

I am writing to express my enthusiastic interest in the Product Development Assistant position for handbags at Rebecca Minkoff, posted on LinkedIn on October 5, 2023. With a background in Business and Technology of Fashion from the New York City College of Technology, City University of New York (CUNY), and my diverse experiences and skills, I am confident I can significantly contribute to the dynamic Product Development team at Rebecca Minkoff.

Throughout my studies at City Tech, particularly in BUF 2400: Product Development in Fashion, I gained a robust understanding of the product development process in the fashion industry. My coursework involved in-depth exploration, from concept to consumer, covering trend analysis, market research, and adaptation to consumer preferences. The culmination of these studies was exemplified in my term project, "The Cargo Department," where I created a private-label apparel line. This project refined my fabric selection, cost evaluation, and quality control skills. It honed my merchandising strategies, aligning seamlessly with the responsibilities outlined for the Product Development Assistant role at Rebecca Minkoff.

In BUF 1101: Introduction to the Fashion Industry, I acquired a holistic understanding of the fashion industry, incorporating insights from textile mills and designers to manufacturers and retailers. This knowledge, complemented by my practical experiences in updating fabric libraries and assisting in fabric and trim sourcing, positions me well to navigate the complexities of the fashion industry landscape, particularly in relation to the e-commerce environment—a key aspect of the advertised position.

My coursework in BUF 4246: Fashion, Future, and Textiles provided me with a deep dive into technological advancements within the textile and apparel industry. Through rigorous research, discussions, and hands-on experiments, I developed an apparel collection focused on upcycling formalwear. This project demanded extensive research, marketing strategies, consumer demographics, pricing analysis, and scalability plans—experiences that have equipped me with a forward-thinking mindset and innovative problem-solving skills essential for success in a progressive company like Rebecca Minkoff.

In my current internship, I have been actively involved in documenting fabric and trim details, sourcing showroom fabrics, and researching design elements. Additionally, I have played a pivotal role in streamlining product development processes, managing packaging shipping, and maintaining precise documentation. These experiences, coupled with my background in hospitality and administration, where I efficiently managed front desk operations and ensured exceptional

client services, showcase my adaptability, critical thinking, and strong communication skills—qualities that align seamlessly with the requirements of the Product Development Assistant role.

Given the recent acquisition by Sunrise Brands, I am particularly drawn to the prospect of contributing to Rebecca Minkoff during this exciting time of growth. My meticulous attention to detail, multitasking abilities, and proficiency in navigating a fast-paced environment make me well-suited for the demands of the position. I am excited about the opportunity to bring my unique blend of skills and experiences to your esteemed team.

I am eager to discuss further how my skills align with the needs of the Product Development team at Rebecca Minkoff and contribute to the brand's continued success.

Sincerely,

Janet Gili