

March 5, 2023

Tiffany & Co
610 5th Ave,
New York, NY 10124.

To Whom It May Concern:

I am writing to express my interest in the position in Visual Merchandise Specialist from Tiffany & Co posted on February 27 in Linkin.com. For the past four years, I have been obtaining Bachelor of Science in Business Technology of Fashion at New York City College of Technology CUNY. Besides, I have gained experience working in fashion retail industry for eight years. Also, I have been working as a Visual operations associates in both stores which are Banana Republic Rockefeller New York and EXPRESS Paramus New Jersey which required to travel since last year. Both company required understanding merchandise knowledge, inventories, planning and allocating store layout which also help me handle a variety challenges.

I am currently pursuing a Bachelor of Science degree in Fashion Business Technology at New York College of Technology. My passion and enthusiasm for the subject have grown throughout my four-year studies, which will culminate in my graduation in the Spring 2023 semester. Over the past few years, I have taken several Business of Fashion courses, including BUF 2203 Visual Merchandising, BUF 2255 Merchandising Planning and Buying, BUF 3300 International Retailing, and BUF 4500 Omni Channel Retailing.

As a result, I have completed four major courses within these years. In the BUF 2203 Visual Merchandising class, we explored visual merchandising by considering product presentation in the retail environment. It investigated the theoretical and practical use of in-store environments, lighting, special effects, fixtures, and product placement as forms of visual communication aimed at conveying a specific message about the fashion brand and influencing consumers. This class featured two major projects: Color Analysis and Elements of Design in Fashion Show Critique.

In the BUF 2255 Merchandising Planning and Buying class, we were provided an overview of modern inventory control systems and sales records. Topics included the retail method of inventory, operating statements, planning techniques, and methods of calculating mark-ups, markdowns, open-to-buy, and terms of sales. The major assignment for this class was the Retail Math Group Project.

BUF 3300 International Retailing explores the challenges and factors impacting the global retail sector, with a focus on consumer welfare. The course offers insights into retail practices and the application of marketing concepts within a retail management context. Additionally, it imparts

knowledge about successful retail strategies from around the world, equipping students with the ability to identify, adapt, and plan for changes while maintaining core competencies. A significant group assignment involves analyzing a business from an international country in terms of retail and internationalization.

In BUF4500 Omni Channel Retailing, this course builds upon the knowledge acquired in Consumer Behavior, as retailing revolves around consumer experiences and the services offered to enhance these experiences for targeted demographics. "Omni-channel" retailing serves as the cornerstone in the fashion industry, aimed at providing exceptional customer service at all levels of the retail supply chain to maintain a competitive edge. Group assignments cover topics including e-channel behavior, channel design, selection, motivation, and control of channel members, types of retailers, retailer marketing decisions, the future of retailing, and wholesaling.

Currently, I am working as a Visual Operations intern at EXPRESS, where I am learning the skills of arranging and organizing floor layouts according to the plan provided by the corporate team. Additionally, I have been increasing my knowledge of the store's products on a monthly basis and applying this knowledge to store displays, including product displays on mannequins and shelves. I am also gaining experience in managing inventories and fulfilling online pick-up in-store orders through Omni.

Other than that, I volunteered as a dresser for KL Fashion Week while pursuing my Associate degree in Fashion Design in Malaysia. I also participated in several fashion competitions such as the Disney Cinderella "My Princess" gown making and the MREPC rubber reuse fashion competition. Additionally, I consider myself multilingual, as I am fluent in languages such as English, Mandarin, Cantonese, and Bahasa Malay. Furthermore, I learned how to use Adobe Photoshop and Illustrator while attending classes for my Associate degree in Fashion Design.

Please find my enclosed resume detailing my credentials. I am confident that my experience from an internship and part-time position in visual operations makes me a valuable addition to Tiffany & Co and will allow me to contribute significantly to achieving your business goals. I meet all the requirements listed on Linkin.com and am available for an interview or any further discussion at your convenience. I look forward to hearing from you soon.

Sincerely,
Katherine Chooi