

July 15, 2024

Badgley Mischka
466 Washington St,
New York, NY 10013

To Whom It May Concern:

I am writing to express my interest in the apparel designer position at Badgley Mischka. I have gathered extensive knowledge of various Textiles, Visual Merchandising, and trend forecasting & social media during my four years of study. I will be obtaining a Bachelor of Science in Business and Technology of Fashion at New York City College of Technology in December of 2024.

As a student in BUF 2246: *Introduction to Textiles*, I learned that natural fibers include cotton, silk, hemp, and linen. Additionally, I gained knowledge about synthetic fibers, such as nylon, polyester, spandex, and rayon. I also understand different methods of weaving and knitting. One part of my project was a research paper about tie-dyeing a cotton fabric using such as blueberries, avocado, coffee beans, and teas to create dyes for cotton fabric. I used turmeric spice for my cotton fabric and rubber bands to create weaving designs. I learned how to use a sewing machine on the fabric.

As a student in BUF 2203: *Visual Merchandising*, I learned about the principles of design, including balance, emphasis, and rhythm. I explored different techniques for arranging merchandise to create visually appealing displays that attract customers and increase sales. I gained valuable insights into the psychological aspects of consumer behavior and how to use color, lighting, and space to influence purchasing decisions. I created an e-portfolio illustrating my color wheel, a monochromatic chart, an assignment painting of Pablo Picasso at the Metropolitan Art Museum at 1000 5th Ave, and a window display on Fashion Ave. I added the job description as a fashion designer,

As a student in BUF 3100: *Trend Forecasting & Social Media*, in the course, I gained a detailed understanding of how to identify and analyze emerging trends in the fashion industry. I learned about the importance of staying ahead of consumer preferences and market movements, as well as the role of social media in shaping and amplifying trends. I research information on futuristic skirts for men and women for the team project. I design skirts, and it can benefit men and women. I used fashion snoops and other information to predict the next two years of skirts. I learned men wear skirts for cultural purposes and fashion statements.

My experience includes as an intern, I gained valuable experience managing customer orders, which included processing incoming orders and ensuring timely delivery. Additionally, I am responsible for printing logos on various merchandise items, ensuring that the logos are accurately and precisely applied to meet quality standards. My dedication to meticulous attention to detail was evident in all aspects of my

work, from order management to logo printing, where I prioritized accuracy and precision to deliver high-quality results.

I am recognized for my unwavering work ethic, collaborative mindset, and exceptional communication prowess. I excel in environments prioritizing teamwork and am skilled at articulating ideas and information with clarity and impact. I am deeply passionate about fashion and able to use my skills to contribute creatively and strategically to the fashion industry. My dedication to achieving excellence is reflected in my consistently outstanding work performance.

Sincerely,

Kiara Martinez

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