Liana Rodríguez

[Liana.rod@icloud.com](mailto:Liana.rod@icloud.com)

347-828-1068

To whom it may concern

I’m writing to enquire about the opening for the *Buyer @ Scotch & Soda* role.

I offer three years of experience in the fashion Industry; this makes me a strong candidate for this position. The top portion of my attached resume highlights my career profile. I am a senior Fashion Marketing Student at the NYC College of Technology. I started Wardrobe Styling in a boutique in Soho, NY. I loved the experience and met a lot of people in the industry as well. I worked with buyers who would come in looking for specific garments in search for new ideas. I assisted buyers just as regular customers, who came in with an idea for a look in their minds and needed help to know what garments were ideal for their fashion plan. The good thing about fashion styling is you get to forecast future looks and put them as display. This taught me to keep an eye out for trends and mix them up with classics. Styling taught me to portray mood, feelings, and issues into outfits. This is essential because it is Important to express the world, we live in into the garment people will wear and will want to wear.

I have the knowledge of Fashion Merchandising, Fashion Buying, Textiles, Supply Chain Management and Product Development in Fashion. I am a fast leaner and I think on my feet. With these qualities and course knowledge I am suitable for this position. I welcome the opportunity to speak with you if you feel I would be a strong candidate for this or any other position in your organization.

I am currently working on a fashion collection for the Winter and Summer (2021-2022). I have a portfolio with my recent designs I am happy to send you. I have been designing women’s apparel for about 3 years and am aiming to launch my own label. In the meantime, this opportunity will be a perfect fit and learning experience that I can grasp and accomplish. Due to my design knowledge, I am the buyer you will want to find all your ideal garment examples. I have brand knowledge and collection knowledge. I know what garments can be put into your collections.

The reason why I am a strong candidate for this position is I have background knowledge in garment styling and design. I am proud to say I know some of each part of the industry especially for fashion buying.

The Fashion Buying course I was able to take taught me a lot about fashion buying. As a fashion buyer each business has a different target market, so, you must know what clothes you are looking for. Also, finding the clothes that correspond to your brand and buyer. This is how your consumers will remain shopping and remail loyal customers.

I am highly motivated and devoted to my fashion career. I work well with others, and I believe outside points of view aside from your own are highly necessary. There will be things you cannot visually see yourself that you will need a second input or maybe three. So, I like to hear the ideas of others to better my work. Working with individuals who share your artistry and industry is a great hand of help and that is why I enjoy working with others.