

MAKENNA PRINCE'S

*E-Portfolio
&
Resume*



Visual Merchandising
BUFF: 2203 | Dr. Woods

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Table of Contents

About the Author	3
Exterior Display	4
Interior Display	8
Job Listing.....	12
Cover Letter	15
Resume.....	16

About the Author



The Author was born and partially raised on the small Island of Grenada, the spice island of the West Indies. She has been interested in the world of fashion since she was a little girl and received her first Bratz-themed sewing machine. The author attended Edward R. Murrow High School and learned how to sew properly from her costuming teacher. She also joined the fashion club at her high school as a designer. Now the author wishes she could open her own fashion business one day.

Exterior Display

Traditional outside window



Figure 1: J Crew 30 Rockefeller Plaza, New York, NY 10112. Photo credit Makenna Prince

This traditional store window is decorated for the Christmas season of 2020. What originally drew me to this window is the color theme of mustard and honey yellows. According to my trend forecasting class that I took this summer honey was one of the colors for this fall/winter season. One of the attention grabbers on this window is the decal that reads, “coziest holiday ever”. The layout of this window is symmetrical as there are two mannequins on either side off the side windows and one in the middle window. The lighting that was chosen has a yellow hue that fits the color theme.

Display from a chain store



Figure II H&M 589 5th Ave, New York, NY 10017. Photo credit Google Maps

This window has a timelessness feel to it with its color theme and style of clothing. This windows setup seems as though it can be used at any point in time.

The model mannequins are placed asymmetrically but are laid out aesthetically pleasing. If you were

to take a pencil you can draw a

triangle using all three mannequins which creates balance in the display. The lighting is bright white and beaming above and in front.

Display from an appliance or electronics store



Figure III Best Buy 5001 Northern Blvd, Queens, NY 11101. Photo Credit Google Maps

they will put up as a poster put a picture of an appliance or computer or cell phone but never the actual product in the window. I believe it is this way because of how expensive these products are, and it is kept this way to keep them protected. When people go shopping for computers or refrigerators, they do not look for external displays instead they walk inside this door and look at the interior displays of the product that they are looking for.

The external display of appliance or electronics stores are lacking, after my search for a proper photo with a good display I realized that appliance stores do not really put up displays in their windows. The most

Display from a gift shop



Figure IV Jo Anne's Spiceland Mall, St. George, Grenada. Photo credit Roger Brassard via Google Maps.

This gift shop display window is packed with a lot of trinkets and items. Having the windows packed makes it a bit hard to focus on one particular item, instead you find yourself looking at everything. Though gift shop displays are not appealing to the eye visually they do attract customers looking to

take home an item from where they have visited. The lighting under window display is dim making it hard to see the items on display. I would suggest that the gift shop owner put less items and the window display and instead lay them out in a way that is not crowded. In addition to my suggestion I would advise that this door owner get more lighting for their display window.

Interior Display

Fashion display with mannequin



*Figure V: Desigual 32 Avenue de l'Opéra, 75002 Paris, France.
Photo Credit Philippe Gerard via Google Maps*

This interior mannequin display uses three mannequins on different levels of a platform. The mannequins are close to a staircase which means you must walk past them to get to another level off the store. The mannequin's outfits are all coordinated with each other so that they all three match in one way or another. The lights shine answer the mannequins from above but at an angle so that there are not any shadows on their faces. There is even a discount sign located on the mannequins display stand which adds to their visual merchandising.

Fashion display without mannequin



Figure VI MACKINTOSH PHILOSOPHY 5 Chome-2-1 Ginza, Chuo City, Tokyo 104-0061, Japan. Photo credit Google Maps

This store is located inside of a mall and does not have any windows or door. Instead of having a display window they opted to put their display on the table in the middle of their store entrance. They have placed A Christmas tree next to their products to add the holiday season with the display. The lighting is directly above the table which causes a light to reflect up and make it seem as though the table is glowing. The products are all placed on the table at an angle so that it creates an appeal when you look at it.

End of aisle supermarket display



Figure VII: K-Citymarket Jyväskylä Seppälä Vasarakatu 29, 40320 Jyväskylä, Finland. Photo credit Mikko Jäppinen via Google Maps

The end of aisle in this supermarket contains chips drinks and easy to grab snacks. The lighting in this store is bright which makes it easy to read the labels of the food products. The end this play only contains one type of product per display usually the same brand. The products are well organized and fully stocked which is inviting to consumers. There are also tables and a center with food products stacked on top of each other in this shape of a trapezoid making it easy for a customer to just grab one and go.

Point of purchase impulse display



Figure VIII Target 1598 Flatbush Ave, Brooklyn, NY 11210. Freddy Vazquez Mendez via Google Maps

The point of purchase impulse display contains products you may have forgotten to buy such as cereals, bottles of water, batteries, and gift cards as a last-minute gift for a family member or friend's birthday. These products are strategically placed so that you buy more than you came in for. I almost always buy a chocolate bar when I am about to cash out because it's only a couple of cents. The price tags on these products at the point of sale display are usually lower ticketed items so that you do not feel guilty picking them up.

Job Listing



Search



Home



My Network



Jobs



Messaging



Fashion & Supply Intern

Vestiaire Collective · New York City, NY, US · 4 weeks ago · 59 applicants

Apply

Save

About the job

At Vestiaire Collective, we are committed to delivering the best experience for our loyal community of buyers and sellers. We are growing our team and our business into a global brand and the leaders in circularity in fashion. We want everyone we work with to be change-makers, to think differently, and to innovate without compromise.

Vestiaire Collective is looking for a Fashion & Supply Intern to join our New York City team.

Seniority Level

Internship

Industry

Marketing & Advertising ,
Computer Software , Internet

Employment Type

Internship

Job Functions

Education , Training

Your Responsibilities

- Support the C2C (*customer to customer*) team in recruiting and on-boarding new sellers; curate and upload new inventory for US C2C
- Manage internal tools and systems for seller and inventory management
- Assist the onsite & merchandising team in executing seller features and content production
- Conduct market research and competitor audits

WHAT WE ARE LOOKING FOR?

- Must be a student and receive credit for the internship
- Able to commit minimum 3 days a week
- Strong organizational and interpersonal communication skills
- Strong sense of urgency; ability to adhere to project timelines and meet scheduled deadlines
- Ability to think proactively, creatively and resourceful
- Knowledge of the fashion resale industry is a plus

Next step?

Excited? We are too! Apply now below! Our team will review your application in the following 4 weeks. If your profile and experience fit the role, we will invite you for an interview.

About Vestiaire Collective

It all comes down to one important question: Why should so many great fashion items remain unworn in people's wardrobes?

Vestiaire Collective is a global platform that connects millions of buyers and sellers of desirable pre-loved fashion. We are global: our headquarters are in Paris and we have satellite offices in New York City, Tourcoing, Berlin and Hong Kong.

Vestiaire Collective is an equal opportunity employer. We strive to develop an inclusive work environment that reflects the diversity of our fashion activist community.

Cover Letter

Dear Hiring Manager,

My name is Makenna Prince, and I am currently in my junior year of college and I am studying Business and Technology of Fashion at New York City College of Technology. I am excited to be applying for this Fashion and supply Internship at Vestiaire. I came across this internship on LinkedIn and knew that I could not pass up this opportunity. I am confident that my skills and studies in advertising and merchandising makes me the perfect candidate for this role.

With the experience I gained working as a camp counselor for the YMCA and CAMBA I believe that I gained leadership and communication skills and I am positive that it will contribute to the continued success of Vestiaire.

Please see my attached resume which highlights my education and course works that relate to the job listing. I look forward to possibly scheduling a time for us to further discuss how I can be an asset to your team. Thank you for your time and consideration towards my application.

Resume

MAKENNA PRINCE

FASHION BUSINESS STUDENT

Contact Info:



281 Rutland Road, Brooklyn, NY 11225



Mnprince95@hotmail.com



(347) 303 6171

Skills

- Quick learner and team player
- Proficient knowledge of Adobe Photoshop and Illustrator
- Proficient with Google Docs and Microsoft Applications
- Proficient knowledge of fabrics, pattern cutting, and sewing

Education

New York City College of Technology 2018 - Present

BS - Business and Technology of Fashion

Relevant Coursework:

Public Speaking | Visual Merchandising

Foundations of Marketing | Marketing Research

Advertising

Edward R. Murrow High School 2015 - 2018

Kurt Khan Expeditionary Learning School 2014 - 2015

Work Experience

- 2019 - Worked at YMCA summer camp as a camp counselor
- 2019 - Volunteered on Governors Island
- 2018 - Worked through SYEP with CAMBA in the YMCA in their summer camps assisting their counselors
- 2017 - Worked through SYEP with CAMBA in one of their summer camps assisting their counselors.

Clubs / Activities

- 2015 - 2018 - Costuming - As part of this club, I sewed costumes/outfits for school plays