

November 19th, 2023

Cos's hiring manager

To Whom It May Concern:

I am writing to express my interest in the position of Visual Merchandiser at Cos 185 Greenwich Street, New York, NY 1000 , which was posted on the company's website on November 19th, 2023. For the past four years, I have been working towards obtaining my baccalaureate degree in the Business & Technology of Fashion program with a module emphasis on Global Concentration at New York City College of Technology, City University of New York (CUNY) Department of Business. I have taken courses in *BUF 2203 Visual Merchandising*, *BUF 3100 Trend Forecasting*, *SBS 3201 Gender, Dress, and Society* as well as various other business and fashion related courses. Furthermore, aside from my academic history I have worked for Hollister Co. as a visual merchandising associate part time at the flagship store located at 668 5th Avenue, New York, NY 10019 for about three (3) years where I utilized my creativity to execute successful store sets while meeting deadlines. I recognize the skill set required for the Visual Merchandiser position found in the listing includes creating inspiring outfits and styling mannequins, set the visual merchandising standard for the store and train other, good communication skills, Excellent planning, and organizational skills which I am the perfect fit of the position with the help of applying my coursework along with experiences.

I have taken a *BUF 2203 Visual Merchandising* course where I learned how products are displayed in stores, examining the use of lighting, recognizing product placement being utilized as a form of communication along with the understanding of cross merchandising. While enrolled in this course I gained the experience to review the color theory including primary, secondary, and tertiary color to possess the ability to distinguish the difference between hues. Within the duration of the course an individual project was required to display one's creative sensibility designing a mood board to showcase the understanding on how visual merchandising affects the brand's image, atmosphere and attract the right target audience. Attached to the mood board project a market trend report was required where I closely review a high-end fashion brand show such as Balmain's spring 2021 ready-to-wear paying attention to the garments and note down my thoughts along as well as the understanding on the various elements such as texture, harmony, balance, and contrast.

In addition, I have taken a *BUF 3100 Trend forecasting and Social Media* course where I had the opportunity to analyze current trends in colors, fibers, silhouettes, textures within in fashion industry with the end goal of completing a group trend report project. In the group project my team and I worked on "Trends of Women's Pant Suits" which reported the projection for women's pant suits in the up-coming two years. I had the role of discussing the history of women pant suits utilizing research skills to show my understanding of the significance pertaining to this specific garment as well as applying my knowledge theories of fashion including the Trickle-up, Trickle-down theory followed by Rogers (1962) Diffusion of

Innovation Curve. In the project I was required to propose my predictions on the silhouette, color and fabric for the future seasons.

I recently completed a *SBS 3201 Gender, Dress, and Society*, the course consisted of gaining knowledge of dress being associated to emotions, one's influence or cultural reasons. Students learned various terms to best describe a garment or item. A major assignment for this course required one to create a chapter book similar to "Love, Loss, and What I Wore." Written by Ilene Beckerman, in this assignment student not only had to best describe their most memorable piece of clothing along with the emotion or sentimental value attached to the item but illustrate them.

Currently, as an E-commerce Intern for Oladisi The Brand I have gained the opportunity to use my creativity to design graphics for social media accounts using designing platforms such as Canva. As an intern I oversee the pulls of products being used for photoshoots, package orders for customers to be shipped and schedule meetings connecting with photographers and models. Additional duties within my position include the set up and break down process of photoshoots ensuring materials along with equipment is packaged correctly as well as space is clean. Being at my internship I recognize the requirements job would want potential candidates to possess when working within the fashion industry.

Previously, working as a Visual Merchandiser for Hollister Co. flagship store located at 668 5th Avenue, New York, NY 10019 I gained the ability to construct closets inserted with bars or shelves as well as a ballet bar to fill with product. Years spent at Hollister Co. I have gained the knowledge on how to read a business strategy update (BSU) which displays the changes made to marketing signage to reflect instore or online promotions to increase business sales. Possessing the skill to read a planogram permits me to acquire useful information concerning the way items followed by presentations operate in stores. By reading a planogram I successfully managed to place product in various ways such as different folding methods, side hangs and face out to enhance the visual appearance of products to customers. Connecting with the store's overnight team I was able to complete floor set in a timely manner along with rearranging placement and redressing mannequins throughout the store improving the ambience to attract customers.

Being an individual who is high motivated along with possessing a strong academic background, I utilize my knowledge in addition to my experiences to its fullest capacity. I have an understanding in marketing, retail and fashion business. Obtaining the skills to be a team player allowed me to prosper when connecting to others which I find enjoyable to solidify a healthy workspace to help business increase. I strongly feel my qualification align with the requirements need for this position as a Visual Merchandiser. I look forward to discussing my qualification with you soon.

Sincerely, *Malik Lee*

Malik Lee

