

February 29, 2024

Billy Reid, Inc.  
94 Charles Street  
New York, NY 10014

Dear Mr. Christopher Clayton,

I am writing to express my interest in the position of Luxury Retail Sales Associate at 94 Charles Street, New York, NY 10014, which I found on [joinhandshake.com](https://www.joinhandshake.com) on February 29, 2024. Over the past four years, I have been working towards obtaining a baccalaureate degree in the Business Department. I majored in Business & Technology of Fashion with a module emphasis on Global Fashion at New York City College of Technology, City University of New York (CUNY). The courses I have taken are *BUF 2400 Product Development in the Fashion Industry*, *BUF 3100 Trend Forecasting and Social Media*, *BUF 3310 Contemporary Designers and Luxury Markets* as well as many other Business and Technology of Fashion courses. In addition, I am currently interning as a production intern at Snow Milk studio located 227 Manhattan Avenue Brooklyn, New York 11211 where I used my strong work ethic to successfully organize the studio, showroom, and retail store. I realized the list of skills required for the position of Luxury Retail Sales Associate located in the listing that contains creativity, team oriented, work in fast paced conditions while meeting deadlines, aware of high fashion trends, and having a strong work ethic which I believe I fit those criteria by also applying my experiences and courseworks.

In *BUF 3100: Trending Forecasting and Social Media* course I was given the chance to learn about colors, fibers, silhouettes designs, fabric textures, and what was trending in the fashion industry that affect future sales. I was able to work with a peer on a trend forecasting project where we created a fashion forecasting company called, The Victorian Company. Our company focused on women's corsets which reported a fashion prediction of two years. My role in this project was to sketch women's corsets that may potentially trend in the year of 2023. I developed a consumer profile to pinpoint who is our target market and get an understanding of who they are. I created a pendulum swing diagram to understand women's corsets throughout the past few decades. In addition I made trend reports of corsets, mood boards, target market, and proposed colors for the season to analyze and provide outstanding experiences for potential customers by understanding, creating a positive, inviting, and engaging environment.

In *BUF 2400 Product Development in the Fashion Industry* course I was able to learn how significant research is to manage an organization in the fashion industry and how it reflects the outcome of the garment's design. The creative product development exercise gave me the opportunity to choose a product in which I chose a unisex crewneck to be introduced in the market. After I chose a product, I had to figure out which generational groups to market the unisex crewneck to. This research allowed me to have a strong understanding of the product and have passion for the product. Without passion I would be able to enjoy interacting with customers to present the product that will resonate with each shopper.

I recently completed the *BUF 3310 Contemporary Designers and Luxury Markets* course. In the course I was able to analyze the elegance of contemporary fashion designers who impacted the fashion industry from the 1800s to the current times from lecture notes and studies of clothes collections in museums. The project for this course I was able to curate a fashion exhibition. The museum I chose to curate the fashion exhibition, *Vagabond: Shadows of the Soul*, was in the Museum of the City of New York that show case and represent contemporary designers who are Asian descent, Native American and or Asian American garments to educate people on how these contemporary designers creativity impacted the fashion industry and the world. I also had to select items that I would like to sell and had to make sure the items complement the exhibition theme and aim to the retail popup store.

Presently, as an Production Intern for Snow Milk I have hands-on experiences to learn about the brands product in depth. I recognized that teamwork plays a significant role and the garment designs symbolizes the hard work and environment that the company represents themselves. As an intern I packaged online orders, drop off online orders to the shipping store, assist the screen printer by placing garments on the screen printing machine, after the screen printer finished printing on the garment I carefully placed the garment on the the ink cure machine to cure the paint on the garment, position garments to be photographed and posted to the online website, assemble clothes racket, remove excess vinyl stickers and cut the brand logo and numbers, carry duffle bags of garments to the retail store located in the Oculus center, and assorted different types and sizes of garments in the showroom and retail store. In addition, I organized the studio by sweeping the floor and clean tabletops to ensure that employees and other interns can work in a clean workplace.