

Individual Term Paper - E-Portfolio: Brookfield Place, New York

Rokiatou Bah

Visual Merchandising BUF 2203

05/12/2021



JOB DESCRIPTION ABOUT SAINT LAURENT

Founded in 1961, Yves Saint Laurent was the first couture house to introduce the concept of luxury prêt-à-porter in a 1966 collection called 'Rive Gauche', synonymous with youth and freedom. This shift represented a first critical step in the modernization of fashion and revolutionized the socio- cultural landscape.

In 1999, the luxury goods division of the Kering Group acquired Yves Saint Laurent and, under the creative direction of Anthony Vaccarello since April 2016, continues to position the house at the summit of the luxury universe.

Today, Saint Laurent collections include women's and men's ready-to-wear; shoes, handbags, small leather goods, jewelry, scarves, ties and eyewear.

*We are currently seeking a Visual Merchandising Intern who will report to the Director of Visual Merchandising as part of our dynamic team in **New York, New York.***

ROLE

You will provide administrative support to the Visual Merchandising team while gaining exposure to the Visual Merchandising world.

MISSION

- Travel booking for the whole team.
- Handle expenses for the whole team.
- Assist with other various administrative tasks and projects as needed.
- Shadow the Visual Merchandising Coordinator with special projects and assist when needed.

PROFILE

- Must be able to receive credit for internship
- Be able to work at least 3 days per week
- This individual is very organized, detail oriented and passionate about working with people.

Saint Laurent is committed to building a diverse workforce. We believe diversity in all its forms - gender, age, nationality, culture, religious beliefs and sexual orientation - enriches the workplace. It opens up opportunities for people to express their talent, both individually and collectively and it helps foster our ability to adapt to a changing world. As an Equal Opportunity Employer, we welcome and consider applications from all qualified candidates, regardless of their background.

Job Type:

Seasonal (Fixed Term) (Seasonal)

Start Date:

2021-05-10

Schedule:

Part time

Organization:

Yves Saint Laurent America Inc

Rokiatou Bah
346 Sanford Avenue, Apt 1
Newark, NJ 07106

April 18, 2021

Human Resource Manager
Fashion Merchandiser
Yves Saint Laurent America Inc.
855 Madison Ave, New York

Dear Human Resource Manager:

The firm is one of the most admired online retailers that offer a wide range of latest collections of handbags and ready to wear shoes, leather goods, and accessories. The firm is a perfect fit for my internship program, and I am confident the company will equip me with relevant fashion merchandising knowledge and skills. The purpose of writing the resume is to respond to the company's post for an intern in fashion merchandising. I obtained the information from the advert posted at

https://www.glassdoor.com/Job/new-york-merchandising-internship-jobs-SRCH_IL.0,8_IC1132348_KO9,33.html. I am a highly skilled fashion merchandiser, and I am confident that my experience in that area aligns with the qualifications the company is seeking. I have a strong interest in fashion merchandising, and I believe that the internship will offer me an intriguing opportunity to combine my interest and academic qualifications. I am confident that I will be

able to help the organization to achieve its vision, which is to provide quality services to customers.

The passion for fashion merchandising has driven me to pursue a related course. I am currently pursuing a Visual Merchandising course at the New York City College of Technology. I am a junior at the institution, and I have majored in Business of Fashion Technology. Besides, I have acquired adequate knowledge related to fashion merchandising throughout my junior level.

Additionally, I possess skills that allow me to work under various conditions. I am a good listener, a great team player, a good planner, and an organizer, and I adapt easily to organizational culture.

An additional skill is that I can choose the best fashion merchandise that aligns with the customers' needs and positively influences the brand's image. To achieve that objective, a fashion merchandiser should have adequate knowledge of customers' demographics and income levels.

As a young fashion merchandiser, I can obtain such data to help the company make the right decisions on the customers to target. I also stay updated on all the latest trends and consumers' reactions to the new fashions in the market.

I am confident that I will meet the company's expectations, and I look forward to joining the firm. Besides, I look forward to helping the organization to achieve various short and long-term objectives. I would be delighted to get an opportunity for a personal interview to discuss how my knowledge, skills, and academic background meet the firm's needs. You can contact me through the attached email and contact.

Sincerely,

Rokiatou Bah

Rokiatou Bah
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 Newark, NJ 07106
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Objective: Young working professional and student seeking career development in customer service and Brand marketing and development, Visual merchandising.

Work Experience

New York City College of Technology
 August 2019-present
 Business of Fashion Technology Major
 Studied in A Textile Course

-Created a project where I selected Textiles for wardrobe items for a target consumer, using online resources such as fashion snoop, textile kit.

Studied in A Visual Merchandising Course

- **Did a project where I chose a mall to visit to critique businesses displays and store layouts to provide a creative analysis on what is perfect for the store and what can be changed.**

CVS

January 2020- October 2020

Shift Supervisor

Manage associate workers

Counts money banks

Counts daily revenue

Inputs documentation of money information on Book logs and computer systems

Fix associates missed punch ins and outs

Organized beauty department to make items look presentable

Uses persuasive skills to encourage customers to buy

Sally and Gibrill's Clothing Store

January 2015- March 2016

- **Organized and packed clothing for sale**
- **ed the register in a fast-paced environment**

Work Skills

- Computer savvy
- Efficient in busy environments

- Good listener and gets along with everyone
- Great Team Player
- Planning and Organizing
- Adaptability
- Creative thinker
- Fast analyzer

Social Club

- Pan African Student Association (PASA)
- Student Government Representative
 - Attended board meetings
 - Planned events and parties
 - Donations
 - Collaborated with other Clubs
 - Organized Fashion shows

Personal talent/hobby:

- Great creative writer/poet
 - Written one book
- Aspiring fashion designer
- **Have A styling Businesses (IconicRouggs)**
- **Styling consultant**

References

Cindy Martinez, History Teacher at Facing History School (773) -860- 5703

Samara Shapiro, Mentor at Facing History School (212) 757 - 2680 x 2152

Hawa Bah, Iconic Rouggs Loyal Customer (929) 429-7008

Kim Evans, Mentor (607- 697-3123)

Fummi Adex, President of social Club at Suny Cortland University (929-225-5754)

Exterior Displays

1. Brookfield Place: Gucci's Outside Window



The exterior (entrance) of the Gucci store at Brookfield Place, New York, communicates elegance, class, and sophistication. The storefront uses monochromatic white and black colors and clear windows, which symbolize simplicity. The lighting at the front appears darker than the background, emphasizing the products on display in the background, inviting the customer. The entire front part of the store is visible from the outside, symbolizing transparency, confidence, and trustworthiness. The shelves and carpet at the center of the store assume a rectangular shape creating a perception of neatness and people who take their business seriously. Finally, a spacious arrangement of the merchandise symbolizes it is an expensive up-market destination and suggests privacy, where each customer has enough personal space when going through the purchase process.

2. Front Display of Ermenegildo Zegna, a Small fashion Specialty Store at Brookfield Place



The front of the store emphasizes the business's name using a backlight to illuminate the dark foreground of the word. The storefront uses a clear window to communicate to the incoming customers and passersby as a marketing strategy. The placement of two pairs of mannequins in gray suits signifies a welcoming and friendly place selling men's fashion. However, the lighter foreground and darker background suggest a lack of strategy since it is unclear what other products the store sells. Moreover, the use of wires to create diagonal patterns at the back of the mannequins reinforces the friendly themes of the mannequins, suggesting that the store provides a homely service when selling its merchandise. The sparingly use of space, several feet with only four mannequins, indicates they charge a premium for their products and services.

3. Apple Store Front at Brookfield Place, New York.



Externally, Apple's storefront is a clear glass with only the apple logo. Without the company's name anywhere at the entrance, the company demonstrates that the emblem is well-recognized and enough to advertise the company. The entire shop is visible from the outside. All the three walls have a series of images arranged in a perfect horizontal line. Although not clear from the outside, their white color against a gray background makes them stand out and invite passersby. The images and the tables and ceiling light take a rectangular shape, a trusted, familiar shape representing stability, honesty, and solidity, aspects that the company wishes to reflect. However, despite gray being one of the company's corporate colors, gray color on all the walls, floor, and ceiling creates monotony, which the strip of images fails to break. Since gray symbolizes neutrality and emotionless, too much may signify a company that has reached its zenith and is no longer interested in competition.

4. Paul Smith Gift Shop: External Entrance



Externally, the use of color at the Paul Smith gift shop entrance at the Brookfield Place is very inviting. The exterior uses a mix of primary colors, a dominant yellow surrounded by different shades of blue (dark and light). Yellow is the most luminous color symbolizing happiness and optimism. In contrast, blue is a natural color of the ocean and sky, signifying calm, stability, and reliability, aspects that the business appears to communicate to passersby and customers. Although written in small font in white, the store's name is visible on a black background. The inside of the store (background) is well-lit, bright in color, and very neat, exhibiting warmth, inviting passersby. The merchandise is well arranged in wooden cabinets on the sides at the further wall placed in a wooden cabinet with glass openings. The two dressed mannequins at the store entrance indicate the store offers both male and female clothes and is happy to service couples.

Interior Displays

1. Gucci Store Fashion Display with Mannequin



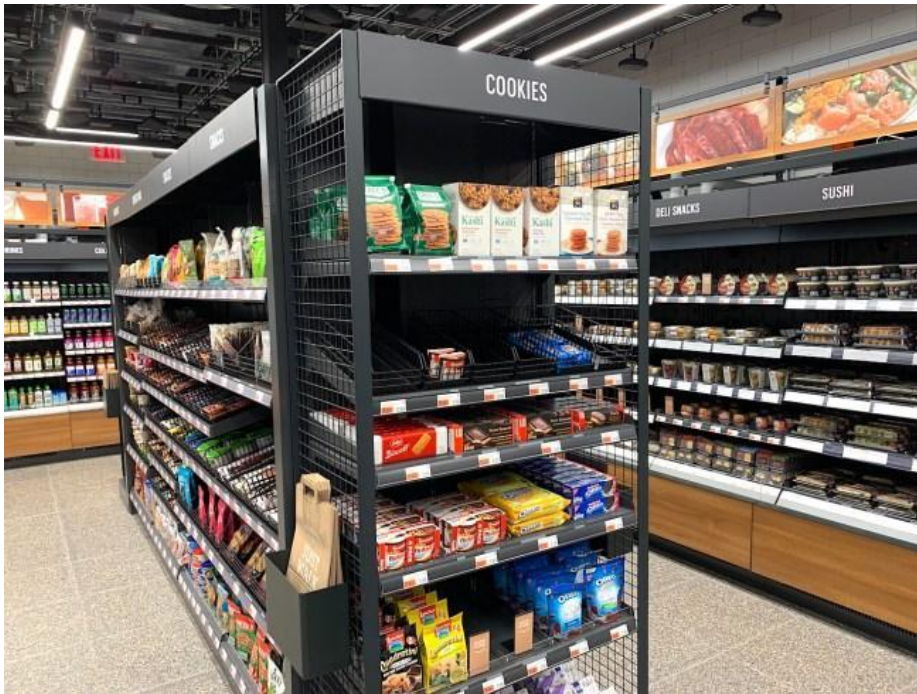
Gucci's use of mannequins for fashion advertisement is both new and refreshing. In most instances, mannequins are standing or upright posture, but Gucci uses one lying on its back on a couch associating their fashion wear to comfort. The mannequin is fully dressed, complete with high heels, a handbag, and sunglasses. At the top side are optional dresses, which can accompany the clothing worn by the mannequin. The entire setup suggests Gucci places more emphasis on customers who buy many items. The store prudently uses space to display almost a dozen fashion items. The neatness of the display, together with the background with patterns of tiny dark holes, suggests a high level of organization, which is appealing to potential customers passing by the store. Finally, the use of multiple colors well mixed demonstrates that the store sells various colors, but store attendants can assist customers in choosing the perfect shade or design.

1. Pail Smith Gift Shop: Fashion Display Without Mannequin



Inside Paul Smith, the gift shop suggests the lack of enough space evident by-merchandise arrangement and could present a problem where more than five customers shop simultaneously. The store uses a center table and side shelves to display their male merchandise. On the table are neat arrangement shirts and ties of different color and shape, which a customer must flip to select the most favorable short based on form. On the side shelves, arranging shoes is close to one another, suggesting that tome might not be their most treasured asset. The combination of yellow and lighter shades of blue offers trustworthiness and transparency in their operations. Since yellow is more luminous than blue, the products against the yellow background are more conspicuous than those on the blue background.

3: Amazon on the Go Brookfield End of Aisle Supermarket Display



The Amazon on the Go Brookfield supermarket indicates the end of aisle display. The supermarket uses short shelves to improve the shopping experience. The frames are black, providing a dark background, which increases the visibility of the products at the front by limited concentration on the darker background. At the end of the display shelf are foodstuffs, strategically placed to encourage demand since after moving around, hunger pangs can accelerate the need for food. Also, each shelf has similar products but from different manufacturers. It compels customers with quick choices and, thus, time and cost-effectiveness. The neatness of the area suggests they clean the house.

4. Amazon on the Go: Point of Purchase Impulse Display



The Amazon on the place at the Brookfield Place has limited goods at the point of purchase impulse display. Unlike many other supermarkets, which place several small products at the end of the aisle to motivate impulse buying, Amazon has very few products. Perhaps because of the self-service nature of the store. The use of space is sparing at the point of sale, which is enough for several people to line. Also, most items around the exit are foodstuffs, perhaps to encourage impulse buying after spending some time in the supermarket. The foodstuffs are also neatly arranged in a well-lit room, which is attractive and inviting to the customer. Also, the shelves, exit doors, and the lighting system are rectangular to suggest familiarity and reliability. However, the dark color of the frames creates a monotony, which is not since although the stain has been associated with strength, seriousness, and authority, it is also the color of mourning, death, and sadness. The store could use an additional color or repeated image of the logo to break the monotony.