

May 8, 2023
Tapestry
10 Hudson Yards
New York, Ny 10011

Tapestry Career Recruiter,
Email: tapestry@careers.com

To whom it may concern:

I am writing to express my interest in the Visual Merchandising Support Assistant position for Coach at location 10 Hudson Yards which was posted on LinkedIn.com on around May 1 2023.

For the past four years I had experience with visual merchandising, merchandising planning and buying, and a 4000 level course in omni-channel retailing along with more fashion and marketing related courses. I have participated in various group projects which mainly highlight categories such as retail mathematics, sales, profit, key financial data, and market analysis. Prior to my work experience I have been working on obtaining my Bachelor's degree. I am always looking to expand my knowledge within the fashion industry that goes beyond the classroom so I am currently participating in a merchandising internship specifically for trimmings. I have worked for brands including Banana Republic, Barbizon, and Catbird that all helped me gain insight on conversions and projected sales reportings.

I have always been passionate about merchandising, it excites me to be able to predict brands progress and identify room for improvement. I have practiced my skills in BUF 4500 Omni Channel Retailing course for fall semester 2021. I have reviewed market strategy and planning, evaluated changing market environments, strategy mix, buying behavior and more. For our final term project I collaborated with two junior students and created a marketing strategy project based on the brand Macys. My role was to create the SWOT analysis, identify online promotional events, recognize notable events for the brand and lastly do an experiment with purchasing a product from Macy's to see how well their omni channel operates and room for improvement. I applied my skills of calling out areas of Macy's marketing tactics where they are flourishing and creating excitement for the brand but also recognize their flaws and comparing it to their competitors.

I have also completed course BUF 3100 Trend Forecasting and Social Media course in the spring semester of 2021. With this class I was taught how brands predict upcoming trends with the combination of using pantone colors, the characteristics of innovation, and the rapid pace of

fashion cycles. I also collaborated with another junior student in my class to create our own brand titled “Nuit a Retenir”. My role was to create the consumer profile along with a mood board, a timeline for drapery and embellishments, fabric and color swatches and four sketches to use as examples for what our brand will sell. This project taught me how brands strategically plan garments based on elements like season, demographic and brand positioning against competitors.

A course I took fall semester 2022 was BUF 4700 Contemporary Issues in the Fashion Industry in the fall semester of 2021. This course highlighted the beauty industry through a history timeline and addressed issues such as; politics, gender roles, race and economics. The class was assigned a research paper on a beauty topic of our own choice. I picked haircare brand Devacurl and in my paper I discuss the launch of the brand and the success in 2016-2019 and the downfall of the brand. This paper taught me the mistakes the brand had made from a marketing standpoint and solutions to their mistakes that could have been achieved to prevent their clientele from rapidly decreasing.

Currently I am taking the BUF 2255 Merchandising and Planning course for spring semester 2023. Within this semester I will learn factors that can affect profit, marketing and pricing strategies, evaluating retail inventory and purchase performance and profitability. I have been assigned group members for this upcoming project, upon discussing with my members my roles will include the following: store information, ecommerce web design, vals survey and color swatch along with inventory of products. Our assignment is making an open to buy project by creating our own fashion/retailing store. With this project I am looking forward to learning about the logistics of maintaining a brand and the process of buying, planning, distribution and product development.

I'm currently a part of the EUNY Trading company as a part time intern for Spring/Summer. This internship focuses on fashion merchandising that focus on trimmings such as: buttons, ribbons, buckles, fabric trimmings, zippers, shanks and rivets. With this internship I have gained the insight and skills on how brands pick trimmings for each season. Along with this current internship I also work part time as Concierge for Catbird 108 N7 Brooklyn, NY. I worked alongside clients and guided them through consultations and handled customer service emails and phone calls. In this job I applied my skills of customer service and problem solving for issues that are not common.

A unique experience I have recently experienced is providing assistance during a meeting with Madewell/Jcrew. This interview required traveling from my internship office in the east side of manhattan to Brookfield Place in downtown manhattan. My task was to photograph and organize color cards for the buyers and once I took the photos I needed to upload it all onto a file within Google Drive. It was my first time being involved with buyers and the fashion industry other

than just from a retail standpoint. I always want to continue being involved in important events either being involved in meetings or just participating in NY fashion week. I keep my LinkedIn fully active so I do not miss the chance on upcoming opportunities. So far I have over 100 connections and it continues to grow!

On the job listing I have taken into account that this job needs a person that is goal oriented, hardworking, reliable and open to learn. Every year I try to create goals for myself to achieve either academic or personal. I am a person who always needs to keep myself busy. If I have completed a task I will jump to the next one straight away. I am a person who you can count on and trust to make sure the quality of the work I do is top notch. There are no shortcuts. Lastly, I always keep an open mind. I take every job as a learning experience and always encourage room for feedback and suggestions on how I can improve.

I look forward to continuing this discussion with you.

Sincerely,
Renee Birchwood

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