

11/21/19

Haddad Brands

100 W 33rd St #1115, New York, NY 10001

To Whom it may concern,

I am writing to express my interest in a position as an Assistant Design Coordinator at Haddad Brands. I am currently a student at the New York City College of Technology (City University of New York) soon to graduate with a baccalaureate degree in Business and Technology in Fashion at the end of the fall semester 2019. During my time in college, I took a series of courses that provided me with useful skills and knowledge that can be applied to the fashion industry. During the spring semester of 2017, I took textiles and visual merchandising classes which were very essential for the designing and sourcing career path that I am personally after.

During my textile class, I obtained the knowledge of different types of fabrics, appliques, fabric treatments, and fabric sourcing by doing a series of projects and in-class work such as weaving and creating yarn from fibers and filaments in order to have a deeper understanding on textiles and how they are produced. In addition to that, during my visual merchandising and textiles classes we did a series of projects which include; comparing and contrasting an actual store display and how it could be improved, a color wheel that allowed me to familiarize myself more with colors and getting a deeper understanding of what they mean when it comes to merchandising, and lastly a project in which we were required to identify well over 100 different types of fabric swabs by writing their name, composition, and possibly technique.

These projects helped me learn more about colors and what they mean, different types of retail store setups and how effective each one could be depending on the consumer. Also, how textiles are made and sourced, why some are more expensive than others due to factors like techniques or rarity. Furthermore, during 2018 I took fashion forecasting along with a trend and media class which have both helped me with the understanding of fashion cycles, zeitgeists, pendulum swings, recurring trends, influencers, and current trends, social media analytics and what to look for in influencers and advertising.

Currently, I am an intern at the e-commerce based DEATH BY CHOICE LLC. During my internship here I have become more familiar with colors, fabric qualities, spec sheets, and BOMs. My duties as an intern here are; following up on shipping samples, and delivery dates. I have also previously worked for a design team and have resolved problems and issues directly with our manufacturers and suppliers. Other skills of mine also include being proficient with word, powerpoint, excel and their formulas, able to read shipping docs, able to customize and operate an e-commerce website, scout and work directly with influencers.

I look forward to speak about my skills and further elaborate on my job qualifications.

Sincerely,
Ryan Cruz