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About the Author



My name is Seaniah Mcleod , I'm born and raised in Brooklyn, New York. I'm currently a Junior attending Newyork City College of Technology. Where I major in Business of Technology and Fashion. Fashion is something that I've always loved and continue to educate myself on. Fashion continues to grow and change each day. I have a keen eye for trends and I'm very detail oriented. I'm always open to learning new things and sharpening my skills. One of my good skills sets is pattern making, sewing and being an outgoing individual with a big personality. I recently just started my own small business selling ready-wear-clothing and custom clothing. My dream for the future is to become a well-known fashion designer and own my own store. I also would like to pass on my knowledge to others and teach others how to sew and run a business.

Abstract

What makes someone walk into a store? Is it the storefront, the lighting, seasonal decorations or props? Many of us don't always walk into a store because we shopped there in the past, but because something unique drew us in. Depending on what you have in a store results in whether the customer may shop there. Store owners who dress up their display windows are more likely to get customers than display windows with no designs or themes. For instance, when it's around Christmas time, many store owners decorate their storefronts with Christmas decorations. Doing this can make the customers feel more welcome to shop. The store that caught my attention was Desigual. The store's exterior was very vibrant, and it matches my personality. Even though I connected with the exterior, the interior needed some improvements. This research aims to gain an insight on fashion businesses and the strategies they use in store settings.

Exterior and details

Store: Desigual

Location: 958 6 avenue

Before I could enter the store, I noticed the store's exterior designs from a mile away. It was bright and shocking, I couldn't take my eyes off of it. There was a painting featuring the Desigual logo and under it was the statue of liberty painted in pride colors. The brand used leveraging in this case to showcase that Desigual was for the LGBTQ community and not against it. The storefront was very interactive. It displayed two external display; pan flicks of the store's

current collection and had a big sign, telling the customer there is a sale inside. The store window was an interactive store window, passing by you can view the products in the window. In the display window are three mannequins wearing the brand's latest collection.



Interior Windows and Details

The store has two floors. The first floor consisted of ready-to-wear items from their newest collection and the second floor displayed items that were on sale. The first floor didn't have any windows but the display windows on in the front. The second floor had one small window which viewed the whole 6th avenue. Even though the window was small I thought it was strange that it wasn't decorated with any halloween theme decorations. The apparel in the store was featured on the wall and on mannequins. Around the store was a lot of accenting lighting and task lighting.

The accent light shined on the mannequins displaying the clothing while the task light shines in the fitting room and small jewelry. From my perspective the store utilized their space really wisely by putting clothing on the wall, on display tables and outriggers. However the store looked very crowded. The store was very big but it felt small because of how amount of inventory they had out



Gift Shops

Location : Harold Square 6 Avenue



If you ever been to New York city then you should know the gift shops are a tourist attraction.

On the busy street of Harold Square is a crowded gift shop. I often pass by here to go to the train station. What makes me hesitate to go inside is the outside displays. Everything looks crowded and kaotic. In the front you can see the display of the statue of liberty, three standing racks filled with magnets and keychains. Inside the store is less alarming, as the merchandise is presented on the wall. However there is no special lighting in side shining on the display cases.

Electronics

Location: 42 w 18th street

Store : Adorma



[imgres](#)

Adormas Camera store didn't have much in their display window. The store's display didn't make me want to shop there at all, it wasn't very welcoming. There were no halloween or christmas decorations on site. In front of the store was one sign but it didn't say "Come in" it was only an external expenditure for the camera Canon. Inside the store were many aisle and table displays.

Cover Letter

December 1,2020

Desigual

958 6th Avenue

Dear Desigual Management,

I'm an aspiring fashion designer with over two years of sewing experience and five year of customer service experience. I know how to work,create patterns, and digitally print out patterns . I have helped coordinate fashion shows and also been a designer at fashion shows. I'm very tech savvy, I can create an ecommerce website, power points etc. I'm a hard-working team member with strong interpersonal skills to your company.

I also have the following skills and qualifications, as outlined in the job description

- Energetic
- Tech savvy
- Increasing store sales
- Cross selling products

Sincerely,

Seaniah Mcleod

Job Listing

Assistant Store Manager - Bloomingburg, NY - **Recently Updated**

Assistant Store Manager - Desigual

Associate's degree

Updated: Nov 15 2020

Key Holder - New York, NY - **Recently Updated**

Key Holder - Diptyque

Supervisor - Desigual

Sales Specialist - Limited Brands

Kingsborough Community College, Associate

Updated: Nov 29 2020

Sales Associate - Yonkers, NY

Sales Associate - Desigual Clothing

Classico Parking - Parking Attendent

Sales Associate/Photographer - A&H Photostudio

Lincoln High School, High school diploma

Updated: Jun 17 2020

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Objective

A hard-working team member with strong impersonal skills to your company, where I will utilize my people skills, positive personality, and promote outstanding customer service.

Education

Clara Barton HighSchool 2015-2018

NewYork City College of Technology: AS Degree

Work History

- Regal Cinema : Concessionist December 2016- March 2020

Greeting Guest

Answering phones

Up selling items

Extra curricular activities

- Mood U Fashion School- Intermediate Sewing course-

Skills

- Pattern making
- Intermediate sewing

- Customer service skills
- Tech Savvy
- **References**
- Shayana- shayana11225@gmail.com