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Shanley Alya Suganda

Oved Group

31 W 34th Street

New York, NY 10001

Dear Shanley Alya Suganda,

I am writing to apply for the Wardrobe Stylist position with the Oved Group in New York City as advertised on Simply Hired. I can contribute meaningfully to your team with a solid educational foundation in fashion and hands-on experience in styling, brand strategy, and client engagement.

I am completing my Bachelor of Science in Business and Technology of Fashion at the New York City College of Technology. Throughout my coursework in *BUF 4700 Contemporary Issues in Fashion*, *BUF 3310 Contemporary Designer & Luxury*, and *BUF 4900* *Fashion internship*s, I have been able to stay ahead of the trends, use social media for brand visibility enhancement, and manage end-to-end styling projects. These tools have armed me with the ability to bring impactful looks to the table that hit brand aesthetics and audience expectations.

Taking BUF 4700 Contemporary Issues in Fashion

 has made it easier for me to comprehend the value of following trends, emphasizing social media tactics to highlight popular looks and sell out specialty products, and utilizing data analytics to improve a brand's visibility. This has allowed me to focus on how to draw customers and potential customers to smaller brands and help gain an audience.

I was able to select numerous collections for the See Management Style Vintage lookbook for current and upcoming items by grasping designers' concepts from the 21st century thanks to BUF 3310 Contemporary Designs and Luxury. Acquiring knowledge of the historical ideas behind materials and how corsets have become popular enough to be popular for years to come has helped me present looks that models will be wearing on the runway at New York Fashion Week. I could talk about fashion from numerous eras and convince See Management to recruit me to help with vintage looks on well-known influencers like Alliyah Jay and Des Dior, to mention a few.

The BUF 4900 internship course has been extremely helpful to me in both my personal and professional life. It helped me secure an internship that allowed me to obtain practical experience in the fashion industry. Additionally, it has enabled me to show leadership by taking the initiative to manage a group of people and putting in my best effort while working with a variety of personalities. My main takeaways from this course have been learning time management skills, how to pay attention to details, and what I've learned from my internship.

My professional experience as an assistant stylist and office operations lead at See Management and B Fly LA Boutique allowed me to coordinate and style for clients ranging from boutique brands to influencers. Back at See Management, I curated looks for high-profile campaigns with Drake, French Montana, Jay Critch, and more. Regarding my projects, my role included selecting the wardrobe, sourcing accessories from high-end retailers, organizing the photoshoots, and supervising the styling teams to ensure the creative vision was executed. By associating with such dynamic workplaces, I have learned to work to tight timelines and create flexibility in my approach towards different aesthetic needs.

In my most recent role at The Luxe Mini, I designed and managed pop-up experiences and photoshoots, furthering my client relations and logistics skills. My duties involved the conception, organization, and execution of all brand-related events, including ensuring that any event vendors, set designs, etc., aligned with the given brand. I have learned how to tailor work, think outside the box, and exhibit efficient artistry and great attention to detail.

What excites me about joining the Oved Group is your emphasis on innovation and creative expression in fashion. The brand's dedication to reimagining style and working with artists to do so in a way that has a lasting impact is inspiring to me. It's precisely the environment where I thrive: joining a team that values diversity, creativity, and pushing the stylistic envelope. I am excited about my passion, diverse experience, and commitment to your brand's mission.

I look forward to discussing how I can contribute to your team.

Thank you very much for considering my application. I look forward to the opportunity to bring my talents to Oved Group and help achieve even greater creative heights.

Sincerely,

Sunny Lee