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To Whom It May Concern:

I am writing this to express my interest in the position posted for Childrenswear Designer at Style Searchers & Consulting, LLC which was posted on Indeed on April 27th, 2023 at 2:35 pm. For the past five years, I have been working diligently to obtain my Associate's degree in Marketing Management and my Bachelor's degree in The Business and Technology of Fashion with a module emphasis in Global Luxury Fashion from the New York City College of Technology, City University of New York (CUNY) in the department of business. I have an extensive knowledge of fabrics and textiles and strong organizational skills. As a highly efficient individual, I can handle multiple projects and tight deadlines while maintaining attention to detail. I am a very dependable individual with a positive attitude and a strong work ethic.

During my time spent studying at the New York City College of Technology, City University of New York (CUNY) I have taken several courses to help hone my skills and be best suited for this position. One of those classes is BUF 4500 *Omni-Channel Retailing* and it has tremendously helped me be able to understand how to integrate customers into a seamless shopping experience. As a fashion retailer, I can apply omnichannel retailing in various ways to enhance the shopping experience of your customers. Doing things such as developing and updating an app, making sure social media pages are up to date, and introducing the idea of in-store technology are all strategies that can be used to better understand customer preferences, and behavior all while implementing omnichannel retailing. With the help of this approach, retailers may interact with customers in a more thorough and tailored way, resulting in a unified brand experience across all touchpoints.

Another course that greatly helped me gain knowledge best suited for this job is BUF 3100 *Trend Forecasting and Social Media*. Being able to predict upcoming trends and fads is a crucial part of understanding the fashion industry. In order for designers and retailers to keep on top of the latest trends and develop goods that will appeal to consumers, trend forecasting is an essential component of the fashion business. This knowledge will allow me to be a step further in this position as I have learned to analyze existing and emerging trends in the business, such as megatrends in society, cultural upheavals, and consumer behavior. The zeitgeist, demographic information, and lifestyle preferences are also all factors that must be paid close attention to and helps one understand what will be in season in the upcoming years.

In addition to the previously mentioned courses I have also taken BUF 2246 *Textiles* which has given me the ability to identify a wide variety of different fabrics, weaving patterns, and when it is appropriate to use a specific one. Knowing about various fibers, yarns, weaves, and finishes can assist in being able to choose the best materials for a particular garment or collection. For instance, choosing the right fabric for a particular design may depend on your grasp of the differences in the qualities of natural fibers like cotton, wool, silk and synthetic fibers like polyester, nylon, and rayon. This will help create and design clothing that is not only stylish but functional in a multitude of different ways. Being able to create garments that are both visually appealing and technically sound, while also keeping up with the latest trends and innovations in the industry are all elements that I have learned and developed skills that will be of great use to the company.

My working experience includes employment at Homegoods, New York where I filled a multitude of different positions. Not only was I a sales associate but I was a merchandiser, cashier, customer service representative, and stockroom/inventory specialist. As a merchandiser, I would work with colleagues to ensure that storefronts, window displays, signage, and product placement were always a representation of the store's brand image. As a customer service representative, I was the first point of contact for a customer who is seeking assistance or information. This included handling incoming calls, informing customers about details on a product, and handling big-ticket items such as furniture or rugs. My work experience also includes employment at Whole Foods Market which prides itself on providing high-quality, natural, and organic foods to customers. As a member of the Whole Foods team, my major duties included offering warm and helpful customer service, helping with product inquiries, and keeping precise inventory records. Furthermore, I was in charge of stocking shelves with enough merchandise and arranging displays so that they adhere to company standards.

Having good social media and professional development skills is very crucial to the success of a business and over the years I have not only learned more but developed my character as well. As an individual who has a deep understanding of social media, I have developed a thorough awareness of the various social media platforms, their features, and how to use them to accomplish particular business goals. With this knowledge, I can provide strategies to produce interesting and pertinent material that appeals to the target audience and be well-versed in analytics and reporting. In addition to social media skills, I also have gained professional development experience as well. The professional development skills that I have acquired have given me the ability to set and achieve goals, interpersonal communication, and take initiative and seek out new learning opportunities.

I am a highly motivated individual with the ability to take on new challenges and adapt quickly to change. I possess strong analytical skills with an eye for catching important data and trends that are essential to growing the brand. In addition, I am more than capable of working

with a team and being a team player with my proficiency in communication and ability to help others. These skills also help me be a leader and enable me to manage, strategize, and prioritize tasks. I am confident in my ability to produce high-quality ideas and designs that satisfy the demands of both the business and the customer. I am able to produce designs that are not only aesthetically pleasing but also practical and pleasant to wear since I have a solid understanding of color theory, fabric selection, and garment construction.

I am thrilled about the chance to use my abilities and knowledge to fill your position and help with the development and success of the company.

Best,
Tanner Jules Gordon-Smith