

March 20, 2023

PVH Corp.
200 Madison Ave
New York, NY 10016

To Whom it May Concern,

I am writing to express my interest in the position of Sample Room Apparel Coordinator in the marketing department of PVH, which was posted on the PVH careers website on January 30, 2023. For the past three years, I have been diligently working on achieving my Bachelors Degree in Business and Technology of Fashion with an emphasis on Global and Luxury Markets at New York City College of Technology, City University of New York (CUNY) in the department of business. Where I have maintained a GPA of 3.9, while also making the Dean's List every semester.

In BUF 2246: *Textiles*, I learned about the fundamentals of textiles and their application within the business environment. Gaining important knowledge about fibers, yarns, cloth construction, finishes, and embellishments. There was an emphasis on being able to identify any textile using only touch and sight. Applying this knowledge to the fashion industry by understanding how it influences buyers, merchandisers, and retailers. The class culminated in the creation of an extensive swatch kit where I had to identify each swatch and define the main characteristics of the textile's makeup.

Taking BUF 2203: *Visual Merchandising*, gave me the skills needed to properly execute visual displays within a variety of retail environments. Understanding the impact of lighting, special effects, fixtures, product placement, color, and music on a store's overall success. This class not only taught these concepts but also taught me how to actually apply these terms to the real world, through a hands-on project where I had to analyze a store window using the proper terms. The main paper for this class was an analysis of a store window of our choosing as well as comparing the window to art found at the New York City Metropolitan Museum of Art.

Finally, while taking BUF 3100: *Trend Forecasting and Social Media*, I learned about current fashion trends and the impact that trends have on sales forecasting. I was also taught trend analysis skills and how to analyze and identify current and past trends, as well as using that information to make my own trend predictions. The main project in this class was creating our own short term forecasts using research databases such as Fashion Snoop, and background knowledge from previous courses. The forecast included reports on trends in color, fabric, silhouettes, and textures. All forecasts had to have the ability to be understood by pattern makers and other producers within the fashion industry.

I am currently a production and sourcing intern at the luxury handbag company 1 Atelier. As an intern I would create cut tickets and pull leather and hardware for handbag production. Post production I would inspect the handbags to ensure quality and package the handbags to be shipped to clients. My other responsibilities included regular merchandising the handbags in the showroom. Finally, I would work on several research projects to source materials for handbag production. This experience has taught me what it takes to run a luxury showroom and all the process that happens prior to the production of the goods.

I have a fair amount of experience textiles, garment construction, and sewing. Being part of a costume production school program I was able to learn how to sew by hand and with a sewing machine. As well as selecting fabric to fit my project's needs and cutting fabrics with a pattern. This program was a space for me to learn the basics about fabrics, sewing, and patterns. I would say that through this program is how I discovered that I wanted to pursue a career within the fashion industry.

My previous experience in a high end sample room has taught me the importance of organization and ensuring accuracy during the production process. This experience has also improved my communication skills which are vital when speaking with the Atelier and creative director. Being able to take quick and effective notes is something I have become very strong at and helps tremendously with executing projects in an accurate and timely manner. I believe that my education, skills, and professional experience make me an excellent fit for the Sample Room Apparel Coordinator at PVH.

I look forward to discussing my qualifications with you.

Sincerely,

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