

October 2, 2022

INDOCHINO

488 Madison Ave

New York, NY 10022

To Whom It May Concern:

I am writing to express my interest in the style guide position that is advertised on Zip-recruiter at your Madison Showroom. With my industry knowledge and 16 years of experience, I feel I can be a strong asset to your team. At my previous company, I had a reputation for being a team player who worked well with everyone. I am well diverse and take pride in spending quality time with customers ensuring to keep them as returning clients. Some of my additional qualities include multitasking and problem solving, which helps me build productive relationships and achieve solid results. With efforts to stay up to date on the latest fashion trends, I enjoy adding my own twist to complete looks and working with clients to establish increased self-confidence and character. Maintaining a great sense of style, has prepared me to excel in my craft in the fashion industry and I am stoked to bring my passion for fashion to Indochino.

Currently, I am a student at New York City College of Technology majoring in Business & Technology of Fashion. I am expected to complete my Bachelor of Science degree in May 2022. Knowing this major would be beneficial to my career, I took courses in Marketing Research , Principles of Selling and Advertising .

The Marketing Research course provides students the ability to collaborate with others in marketing research teams enhancing skills in leadership management, organization, problem solving, analytical and networking. Principles of selling encourages students to gain the understanding of long-term customer relationships and partnership building to increase profits. The third and final course, Advertising provides students with extensive knowledge on various promotional types. This includes advertising, sales promotion, public relations, and personal selling. With the goal of expanding my knowledge in fashion, the courses taken during my educational career diversifies my skill set and prepares me for all things fashion.

In my free time I like to support young men in my community providing them with upcycled suits and skills on how they can become a better man. This includes but is not limited to teaching them how to tie ties/bowties, the difference between a tailored/ off the rack suit, and how to present themselves in the presence of others. I also enjoy spending time with my wife and children supporting their talents and needs. Being a family man and giving back to my community allows me to remain humble, ambitious, and practice my person to person skills which is crucial in the fashion industry. In the future, I plan to open my own showroom providing men and women the opportunity to create luxurious custom suits at affordable prices.

To conclude, I believe I would exemplify Indochino's philosophy through my approach and attitude. With the capability of creating an extensive client book and the ability to navigate social media, I look forward to ensuring customers can truly step into the shoes of being a designer. Please review my attached resume for additional details regarding my expertise and career achievements. I look forward to scheduling a meeting to further discuss how I can help Indochino fulfill its current goals. I am available at your earliest convenience and hope to hear from you soon.

Thank you for your time and consideration,

Terrence Williams