Sample Student Cover Letter

| 804-828-1645| careers@vcu.edu

April 14, 2016

Pacific Sunwear, Inc.

3450 E. Miraloma Avenue

Anaheim, CA 92806

Dear Internship Coordinator:

I am writing to express interest in the **Men's Buying (Printables**) Summer 2016 internship position with Pacific Sunwear, Inc. (PacSun). I first learned about this opportunity through Indeed's site. PacSun is a store that I have grown up with. I remember the store having a location in each of the three malls I frequently shopped in my hometown: Greenbrier Mall, MacArthur Center, and Lynnhaven Mall. As I walked in, I always felt the California presence. Throughout the years, I have seen PacSun go from a business that embodies the Surf, Skate, and Snow culture to now being one of the leading streetwear stores as well. PacSun has launched wonder collaborations with Been Trill, the Jenner girls, Kanye West, and Fear of God. I enjoy how I am able to walk into the store and find a floral printed dress that symbolizes fun in the sun on California beaches yet still find Adidas gear to fulfill my street style needs.

After reviewing the qualifications and requirements for the position, I am confident that I have the skills and experience to be a valuable addition to the PacSun team. These qualifications include:

- A love for brainstorming new and fresh ideas to drive customer loyalty and attract new customers.
- A desire to offer innovative ways for PacSun to stand out amongst its competition.
- Recognized by those that interact with me as pleasant to work with due to an engaging personality combined with outstanding communication and presentation skills.
- Actively practice and apply my creative writing skills by writing for fashion blogs: KickRocs, an urban, hip hop, pop culture blog, and River City Fashion Uprising, a blog through my university's student media organization.
- Capable of managing, prioritizing, and completing tasks using strong organizational skills as a working college student.
- Two years of retail experience organizing and merchandising apparel and engaging and assisting customers on the sales floor.

I am familiar with the process of being a buyer as I have developed projects surrounding merchandising planning and control. It is of importance to evaluate competition and be aware of the customer profile, visual presentation, and merchandising selection of those stores. I have researched and analyzed the market and developed industry and fashion reports relevant to the upcoming season. I have experience developing a six-month plan by analyzing last year's sales and looking for opportunities to increase planned sales. In addition, I have developed an assortment plan by classification, sub-classification, and vendors that appeal to the target market.

I would enjoy the opportunity to take what I have learned in the classroom and apply and expand on my current knowledge in a way that is beneficial to the PacSun brand. Should I be considered for this position, I can be reached via email at careers@vcu.edu or via phone at 804-828-1645. Thank you for your consideration.

Sincerely,

Student Name

Student Name

Enclosure: Resume
References
6 month plan