

DANA DETRICK

[Contact Name]

[Company]

[Address Line 1]

[Address Line 2]

October 1, 2015

Dear Hiring Manager,

My background includes extensive expertise guiding all facets of product development and design within the fashion and apparel space, specializing in the young contemporary sportswear market. I am reaching out with great interest in consideration for the [JOB TITLE] opportunity at [COMPANY NAME].

Since 2012, I have been the lead designer overseeing all elements of product design for New York-based Aspyre Design, specializing in the young contemporary sportswear category. We design a high volume of garment styles, for which I handle all design concepts, trend research, and materials sourcing.

Prior to joining the team at Aspyre Design, I was head of design at Company XYZ where I established and ran the woven sportswear division under the leadership of Chinese manufacturer, YZ Limited. As the sole designer at the New York location, I was responsible for setting the seasonal fashion and trend direction for the line, and conducted extensive travel throughout Europe to source style and color inspiration.

I spent 13 years with the Tracy Evans brand as Design Director, and previously assistant to the designer, leading all aspects of apparel design for the \$100M high-volume manufacturer of young women's sportswear. This represented a pivotal role in my career, providing key creative leadership during a time of rapid growth for the company as it began to solidify its place as a top brand in the market.

I am targeting a role that would allow me to leverage my design expertise and elevated taste level to bring value to a more established global fashion brand. I welcome the opportunity to discuss my qualifications and the requirements of the role in more depth, and I look forward to your response.

Please note that I am actively in the process of relocating to the Los Angeles area, and am available to interview immediately. Thank you in advance for your consideration.

Respectfully,

Dana Detrick