

Gianni Bianco  
26 rue des Fleurs  
Paris, 75006

March 3, 2021

Mr. Evan Smith  
Vice President Human Resources  
Fancy Shoes Corporation  
125 Sacramento Street  
San Francisco, CA 94111

Dear Mr. Smith,

It is with great interest that I attach my resume for the position of Collection Merchandising Manager Shoes as advertised on your website. This is an exciting career opportunity, and I would welcome the chance to meet with you to discuss the contributions I can make to your organization.

I believe I am well qualified for this position, as per your qualifications criteria, I hold a Master's Degree in Marketing from ESSEC Business school and I have six years' experience as a Shoe Collection Merchandiser for the Fashion Star company, a €1 billion Euro fashion brand with 13,000 employees. I currently define the global product assortment for two women's shoe collections per year in alignment with Fashion Star's global brand strategy. I oversee setting the retail prices and liaise with the production team in determining manufacturing costs to ensure that target margins are met.

What makes me the right candidate for the job is not only my experience in the shoe industry but my experience working in Europe with one of the most important shoe brands in the market and a major Italian shoe manufacturer - Scarpe Moda. This experience gives me a well-rounded knowledge of luxury shoe production processes in the global heart of luxury shoe manufacturing and this unique perspective, I believe, would add immeasurably to your organization as I have recently read in an article in WWD "Fancy Shoes 2020 Global Expansion" that you are seeking to expand more aggressively in Europe.

Addressing some of the personal soft skills described in your ad, I am known for being an excellent communicator, punctual and personable. My co-workers would describe me as highly organized, efficient, and forthright.

Thank you for your consideration, and I look forward to hearing from you.

Sincerely,



Gianni Bianco  
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