

Dear Sir or Madam,

Fashion has always been known to push the envelope. The global fashion industry is ever-changing and developing. With new trends and ideas, fashion has an eye towards the future.

I have always been a creative person, passionate about fashion and its unpredictable nature. It all began when I started designing clothes for my plushies when I was 7. I also created a fashion blog with my own brand, sewed, did embroidery, drew, took pictures, wrote and directed two medium-length movies. I also developed my Instagram account through several collaborations with photographers and brands, such as Brandy Melville. However, even if fashion was always my true calling, I gave in to my parents and teachers' pressure and went to Medical school to study Dentistry. For 6 years, I was more unhappy than ever and I was secretly dreaming about fashion. In 2020, on top of my Dentistry Degree, I started an online Bachelor in Art History – which allowed me to stay connected to Art. Thanks to my seriousness and my time management abilities, I managed to combine two different and complicated types of studies.

Last week, I started my International Fashion Marketing MA here at Regent's University. I came across the Fashion and Design Council and heard about the president position. I really liked the fact that we share our thoughts, concerns and perspectives but also that we participate in solving dilemmas and put our course in action: In fact, it is no secret that the fashion industry has a significant damaging impact on biodiversity, throughout the production process as well as during wear, care and disposal. However, sustainable fashion has been trending upwards over the past years, with revenue from sustainable clothing in the UK almost doubling since 2014 (Statista). I think that Fashion should deliver on pushing forward cultural integrity whilst benefitting people and planet and providing economic growth and opportunity. I would really like to focus on this area that I find especially important.

I am half French and half Moroccan. I firmly believe that being bicultural has many upsides. It has allowed me to make the most of each culture, learn how to be tolerant and open-minded, appreciate beauty in all its forms. On top of being bicultural, I have travelled extensively and developed fluency in English and Spanish. I believe this will benefit me tremendously in my future pursuits in the field of marketing, where the importance of language and communication skills cannot be overstated.

I am well aware of the hard work and personal investment that the president's position expects. However, I am convinced that I have what it takes to succeed. After putting aside my happiness I am now more sure and determined than ever; it will allow me to achieve personal and professional fulfilment.

I look forward to receiving your reply. Please accept, Madam and Sir, my respectful greetings.

Neida Clerquin

Portfolio

[https://www.canva.com/design/DAE8E6qoWyo/fwSodT5j0aUmrw7deEOMyA/view?utm\\_content=DAE8E6qoWyo&utm\\_campaign=share\\_your\\_design&utm\\_medium=link&utm\\_source=shareyourdesignpanel#3](https://www.canva.com/design/DAE8E6qoWyo/fwSodT5j0aUmrw7deEOMyA/view?utm_content=DAE8E6qoWyo&utm_campaign=share_your_design&utm_medium=link&utm_source=shareyourdesignpanel#3)