

Tim de Jong  
Apollolaan 171  
1077 AS Amsterdam  
Mr. W. Atkins

Tommy Hilfiger UK  
63 Brompton Road, Knightsbridge, London  
SW3 1DB, United Kingdom  
July 30th, 2018

**Concerning: Application Merchandise Manager E-Commerce**

Dear Mr. Atkins,

Tommy Hilfiger as a brand is much more than just the clothing and lifestyle items it distributes. The brand has evolved into a lifestyle – one of class, sophistication and quality. The entrepreneurship that exceeds standard sales targets by actively contributing to a better society is inspiring. The diversity within the company is truly exciting, let alone the people that make this diversity and creativity happen. It is therefore that I would like to express my interest of becoming one of the people behind Tommy Hilfiger as an international brand.

With a history in online marketing and several positions in e-commerce, I strongly believe I am qualified for the position of Merchandise Manager E-Commerce at Tommy Hilfiger London. The switch to e-commerce is not one of accidental events; I made a deliberate choice to focus on e-commerce since – for me – it presents the perfect combination of marketing and technology. A combination not easily found in today's labour market. My organisational skills, acquaintance with online processes and experience in e-commerce strongly contribute to fulfilling the position of Merchandise Manager E-Commerce to the best of my abilities.

The fashion industry is – and has always been – right up my alley. Next to my great interest in the latest fashion trends I have fulfilled a position as Head of E-Commerce at Costes Fashion. A role in which my leadership qualities as well as my communication skills have improved tremendously. With these acquired competences and the motivation to go to great lengths, I expect to be a valuable asset to your team.

I would be pleased to review my qualities and possible contribution to your company in more detail during an interview. Please contact me if further information is required. Thank you for your time and consideration.

Yours Sincerely,