Brand Rabbit, Inc.

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To whom it may concern:

I sit here in absolute awe as I stare at my computer screen. Could it be true – an internship position for a fashion website that requires you to look at fashion magazines for hours on end and catalog trends for the recent season and seasons to come? Wow, it is my dream come true – a position in which I can combine my love for fashion and my love for studying, organizing and interpreting data all in one! I knew I could not pass up the opportunity to apply for the position.

Let me start by saying that I am not what fashionistas call a “brand whore.” I wear all brands, if they are affordable and within my college student budget. The truth is I literally spend hours at Borders in Union Square every week or so looking at fashion magazines, jotting down notes about upcoming fashion trends and whatnots. When I get home, I go over my notes, Google the trends online and apply the information I required to my daily wardrobe as well as my friends’ and sometimes, family’s wardrobes. This is truly how I spend a lazy Sunday.

Although I cannot name any designers other than Robert Cavalli and Marc Jacobs, I believe my studious demeanor and my quick ability to learn will allow me to catch on to designer names and brands rather quickly. After all, when I am passionate about something, I put my all and more into it.

Living in a big metropolitan city like San Francisco, I know there must be tons of applicants vying for this internship. With that being said, I thank you for taking the time out of your day to read this cover letter of mine and hope you find that I might be able to fulfill the position Brand Rabbit is looking for.

Cheers,

Dana Jacobs