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People

Adam.Castellani.Cheman@jpmorgan.com

09/02/07 at 3:09 AM

To [redacted]

Good morning beautiful!

Made a few additions -- it's now up to 602 words. We need to get it up to about 675-725. Have attached the document and copied the text in below.

Will call as soon as I awake!

Love you... xxx

(See attached file: [redacted] FIT essay.doc)

Why I want to attend FIT by [redacted]

Growing up in South Africa, I found the texture of life varied as much as the complex and elaborately woven costumes I saw on trips to the country. (DESCRIBE SOME OF THE OUTFITS, THE FABRICS, THE STYLE, HOW THEY WERE WORN - ALSO CONTRAST WITH THE "EUROPEAN" SOUTH AFRICANS DRESS)

Like many FIT students, I purchased my first edition of Vogue (British) early on in life at the age of ten (Kate Moss in skinny black Helmut Lang on the cover). I remember how it felt as I studied each gorgeous page. I thought -- I need to be close to this -- I need to be surrounded by an aesthetically pleasing, designed world.

Later in Edinburgh, the dark - almost Gothic subculture drew me into a Burlesque night where corsets and stilettos ruled. I was always adding to my glossy leather and silk collection and unwittingly helped set the trend as I worked as a sometimes club promoter in the dank lounge [redacted] in the underbelly of the city. This is where I really learned how to promote a lifestyle and a particular fashion for fun and profit. (DESCRIBE YOUR LOVE OF COSTUME AND WHAT DREW YOU TO THIS)

During my life in Scotland, I took up modeling at an agency after my years at the University of Edinburgh where I studied psychology. Modeling seemed the natural route to break into the fashion industry, but I found it also paid all of my student loans quite nicely. Not only did I glimpse designers bringing order from the seeming chaos of a show, but I was fascinated by how photographers chose one look over another and how magazines and merchandisers decided what finally goes to print. (DESCRIBE FURTHER - WHAT DID YOU REALLY LEARN - HOW DID THE CAMERA SOUND WHEN IT TOOK YOUR PHOTO, ETC. - DID YOU OBSERVE MERCHANDISERS AT WORK AND WHAT WAS YOUR IMPRESSION OF THEM?)

Having worked in retail for a top high street brand in the UK, I took note of the strategy behind each detail of our mannequins, window displays and lighting. Details are important to me and I excelled at ensuring our clients experienced the brand as it was intended. I began obsessing about how each display appeared. Throughout that period I quickly found I had an eye for what worked, what didn't, which products would sell, who would buy what -- and often why they bought them. I found that more than ever my passion grew to manage merchandising at a major house. That is my goal and why I need the education and background that only FIT can provide.

My first experiences with fashion are all different end results of the painstaking creativity and market research that really drive the industry. At FIT I want to weave together my life experiences in South Africa, Scotland, London and New York and understand how culture (and subculture) influences how people choose their clothes.

(DESCRIBE A LONG, DETAILED PROJECT YOU COMPLETED AND WHAT THE OUTCOME WAS - YOU NEED TO GIVE AT LEAST ONE EXAMPLE OF THIS TO SHOW YOU CAN DO IT)

Relationships are an important element of my success so far in life, I've had the good fortune to be able to charm, persuade and sell myself and the right look to almost anyone. (CAN YOU BE MORE SPECIFIC AND DESCRIBE A SPECIFIC SUCCESS IN RETAIL OR OTHERWISE YOU HAD?)

My dream is to continue building my career and to one day manage an entire department and... (FINISH THIS SENTENCE AND SHOW HOW IT FIT REALLY FITS INTO YOUR CAREER)