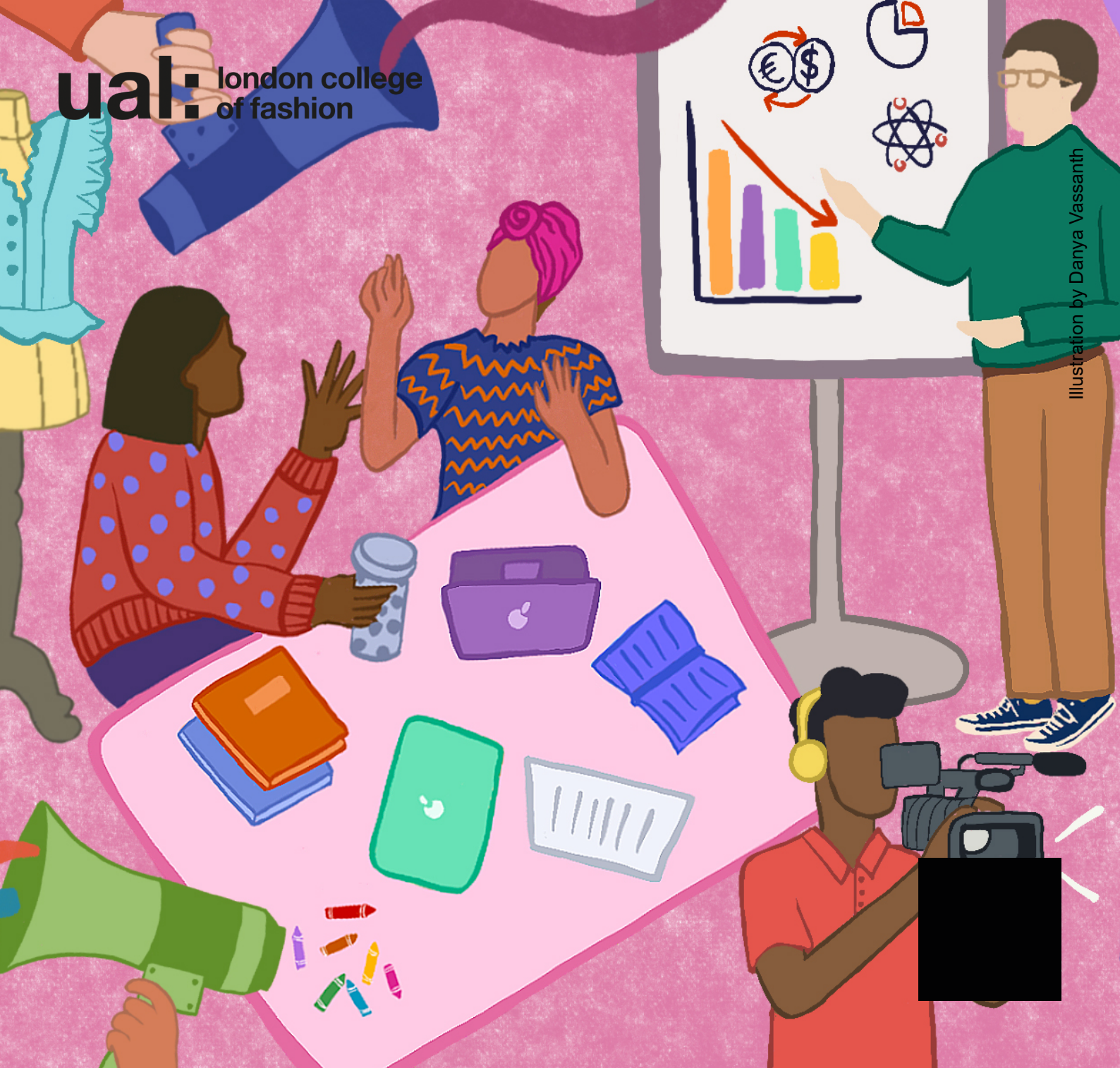
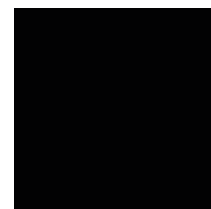




Example Cover Letters

Explore how to structure cover letters for advertised roles and speculative applications.



Cover letters for advertised roles

Email cover letters

Email opening

Subject line: Application for PR Assistant at Fashion Collective (Ref G1150)

Dear (Sir/Madam, or the hiring managers name)

Section 1: Briefly introduce yourself and why you are contacting them

I am writing to apply for the PR Assistant opportunity with Fashion Collective, as advertised on your website. I am currently a BA (Hons) Fashion Public Relations & Communication student with retail Sales Assistant experience graduating in September 2025.

Section 2: Why do you want to work for the company?

Working with Fashion Collective would allow me to develop my career within the PR industry supporting an entrepreneurial and like-minded team. I admire the rapid growth your organisation has experienced since launching in 2010. Your ethical collaboration with unique designers really appeals to me, collaborative work with emerging designers was an objective of my second year university enterprise project. I would appreciate the chance to continue exploring this area as part of the Fashion Collective brand.

Section 3: Explain your current situation, summarise your strengths, skills and experience by connecting them to the advertised job opportunity.

The aim of my university enterprise project was to develop a business in teams, with only 8 weeks to study our target market, find suppliers, develop our product and deliver it. Just like Fashion Collective, creativity, fashion and sustainability were at the heart of everything we did within this project. Due to my particular interest in PR, I was put in charge of promoting our company and developing the website, giving me helpful insights on how to develop a campaign, manage samples and build press relationships.

I am very organised and have a keen attention to detail and enjoy seeing projects from start to finish. I regularly monitored and reported on online traffic and mentions of our product. I also designed the structure of our final report and oversaw everyone's input. Our team was nominated best enterprise and concept,

and as such we were asked to present our project in front of the entire cohort. This unit allowed me to experience and develop skills essential to the PR Assistant role you are currently recruiting for.

Section 4: Your last chance to show why they should interview you

I feel I have the right profile to contribute to your PR department and would love to be given the opportunity to discuss this further in person. I am currently available for interviews and would be available to start in December 2025.

Thank you for considering my application, and I look forward to hearing from you soon.

Yours faithfully,

Your full name

Email address, phone number, portfolio link and LinkedIn link

Don't forget to attach your CV before sending!

Example cover letter as an attachment

John Smith
johnsmith@gmail.com
+447712345678
London, UK
LinkedIn Profile
Portfolio

Application for PR Assistant at Fashion Collective
(Ref G1150)

Dear Hiring Manager,

I am writing to apply for the PR Assistant opportunity with Fashion Collective, as advertised on your website. I am currently a BA (Hons) Fashion Public Relations & Communication student with retail Sales Assistant experience graduating in September 2025.

Working with Fashion Collective would allow me to develop my career within the PR industry supporting an entrepreneurial and like-minded team. I admire the rapid growth your organisation has experienced since launching in 2010. Your ethical collaboration with unique designers really appeals to me, collaborative work with emerging designers was an objective of my second year university enterprise project. I would appreciate the chance to continue exploring this area as part of the Fashion Collective brand.

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I am very organised and have a keen attention to detail and enjoy seeing projects from start to finish. I regularly monitored and reported on online traffic and mentions of our product. I also designed the structure of our final report and oversaw everyone's input. Our team was nominated best enterprise and concept, and as such we were asked to present our project in front of the entire cohort. This unit allowed me to experience and develop skills essential to the PR Assistant role you are currently recruiting for.

I feel I have the right profile to contribute to your PR department and would love to be given the opportunity to discuss this further in person. I am currently available for interviews and would be available to start in December 2025.

Thank you for considering my application, and I look forward to hearing from you soon.

Yours faithfully,

Alex Smith

Cover letters for speculative roles

Email cover letters

Email opening

Subject: Graduate from London College of Fashion looking for roles in marketing

Dear (Sir/Madam, or the hiring managers name)

Section 1: Briefly introduce yourself and why you are contacting them

I hope you are keeping well. I am contacting you to enquire about opportunities within Fashion Collective on a paid contract or project collaboration basis. I am currently a BA (Hons) Fashion Marketing student, with retail Sales Assistant experience and will be graduating in April 2025.

Section 2: Why do you want to work for this company or freelancer?

I'd like to work for Fashion Collective as I admire the brand's values and ground-breaking vision. I had recently read an article in (title of publisher), about the creativity and innovation of your new digital marketing campaign and would embrace the opportunity to learn more about this field. During my studies at London College of Fashion (LCF), I worked on a similar project focusing on creative approaches within industry with (industry project brand name). Working collaboratively with students on my course, I helped in setting up a blog (include blog title and link) which launched a marketing campaign for a speculative new eco-line.

Section 3: Explain your current situation, summarise your strengths, skills and experience.

I've gained a considerable amount of experience whilst at LCF, specialising in digital design and market research. I have also enjoyed experimenting with design software like InDesign, Photoshop, and Illustrator. This has been supported by my internships within industry, working for various creative and marketing agencies. I am very organised and have a keen attention to detail and enjoy seeing projects from start to finish. Whilst working as a XXXX with (former employers name), I was responsible for keeping up to date with and displaying the quarterly special promotions. I want to use the knowledge I've built to support you with your future developments.

Section 4: Your last chance to show why they should interview you

I have attached my CV and digital portfolio link for your consideration, and I am available to start from xxxxxx eg. April 2025.

Thank you for considering my application, and I look forward to hearing from you soon.

Yours faithfully

Your full name,

Email address, phone number, portfolio link and LinkedIn link

Don't forget to attach your CV before sending!

Example cover letter as an email

Subject line: Womenswear design student available for an internship

Dear Polly Goddard's Design team,

I hope this email finds you all well.

I am a second year Womenswear Design student at London College of Fashion, with a keen interest in sustainable practices in that field. I would like to offer my support and dedication to your Design team for a 10-week internship starting January 2025, which I must undertake as part of my course.

Polly Goddard's recent decision to reconsider Design and Production processes to reduce your environmental impact, and the research you conducted on the use of natural dyes really stood out to me, as I worked on similar research for the Future Thinking module of my degree.

Using my degree and practical projects, I have developed a good understanding of fabric and trend research as well as tech drawings using Adobe Illustrator. I have also demonstrated my ability to plan, prioritise and communicate professionally through my previous work experiences.

Should you wish to find out more about how I can contribute to the team, you will find my CV and portfolio attached.

I look forward to hearing from you and I am available to discuss my profile further via phone or video call. Thank you for your time and consideration.

Warm regards

Alex Smith

Ba (Hons) Fashion Design and Technology: Womenswear (Year 2)
London College of Fashion
[LinkedIn Profile](#)
[Portfolio](#) | [IG](#)