

Fashion Designer cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Hiring Manager,

I am applying for the Senior Designer, Womenswear role at [Organisation name]. Your brand's quick, trend-led drops for online shoppers match the pace I have worked at for the last five years, and I would like to bring that experience to a larger, growing label.

At my current company, a Bengaluru-based fashion e-commerce brand, I lead western womenswear and design around 120 styles each season. I track bestsellers, returns and customer reviews every week and adjust the next drop accordingly. When returns on our dresses were high because of fit complaints, I worked with our pattern master to revise the size chart and grading, and dress returns came down steadily over the following season.

I work closely with sourcing, merchandising and vendor factories in Tiruppur and Delhi NCR, and I am comfortable with costing, fabric approvals and fit sessions. I also manage two assistant designers and review their tech packs before they go to vendors.

My notice period is 60 days. I have attached my portfolio with a selection of commercially successful styles, along with photographs of the finished garments.

Thank you for considering my application. I would be glad to discuss your plans for the coming seasons.

Regards,
[Your name]

SAMPLE LETTER: FRESHER

Dear HR Manager,

I am writing to apply for the Assistant Designer role at [Organisation name]. An export house is where I want to begin, because working to international buyer briefs, costing and production timelines will teach me the commercial side of design that a classroom cannot.

I have just completed my B.Des in Fashion Design from an institute in Delhi. During my eight-week internship at a garment export unit in Noida, I supported the design team on a women's resort-wear order for a European buyer. I created tech packs for twelve styles, updated them after each fit session and coordinated with the sampling unit on trims and print placement. Eleven of the twelve samples were approved in the first round of buyer comments.

For my graduation collection, I developed a range of cotton kurta sets using block prints from Sanganer, balancing traditional motifs with relaxed silhouettes for everyday wear. I am skilled in Illustrator, Photoshop and CLO 3D, and I can draft basic patterns by hand.

I am available to join immediately and comfortable with factory visits and long hours close to shipment deadlines. My portfolio and a sample tech pack are attached.

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

Regards,

[Your name]

BEFORE YOU SEND IT

- Match the portfolio to the employer's segment: export houses look for tech packs and costing sheets, craft labels for sourcing stories, and e-commerce brands for styles that actually sold.
- Keep the portfolio PDF small or share a cloud link instead; oversized attachments often bounce from HR inboxes before a design head ever gets to see them.
- Skip lines about loving fashion since childhood; one sentence on a collection, the fabric or craft behind it and who bought or approved it tells an employer far more.
- Use a subject line like "Application for Assistant Designer, Womenswear, B.Des Fresher" so the email reaches the right team at a brand or export house without being forwarded around.