

Alison Miller

Address

London, United Kingdom

Email

example@cvmaker.uk

Phone number

+44 761 496 0452

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Application: Fashion Designer position at Hearts & Roses

Dear Hiring Manager,

I am writing to express my enthusiasm for the Fashion Designer role at Hearts & Roses. Having spent over a decade designing for brands that balance creativity with commercial success, I'm particularly drawn to Hearts & Roses' ability to celebrate individuality through timeless silhouettes, exquisite fabrics, and distinctive retro prints.

Throughout my career, I've specialised in creating collections that merge nostalgic inspiration with contemporary sensibilities. While leading design teams at Fashion Forward Creations and Chic Couture, my focus extended beyond aesthetics. I became deeply invested in how garments feel, fit, and move on diverse bodies. Hearts & Roses' dedication to inclusive sizing and comfortable elegance aligns seamlessly with the philosophy that has guided my work: clothing should not only be visually striking, but empowering to wear.

What excites me most about this opportunity is the chance to design within the world of gothic, rockabilly, and retro-inspired fashion, a space where storytelling truly thrives. I've long admired how Hearts & Roses uses embroidery, vintage cuts, and unique prints to create pieces that instantly spark emotional connection. Over the years, I've honed an eye for textile selection, print development, and embellishment techniques that elevate garments without compromising wearability. Recently, I've expanded my embroidery application skills, integrating hand-rendered motifs and surface textures into capsule collections that helped refresh brand perception and attract new audiences.

More than anything, I am motivated by the possibility of contributing to a label that champions bold femininity, nostalgia, and originality. I thrive in collaborative, detail-driven environments, and I would welcome the opportunity to bring my creative energy, vintage sensibilities, and technical expertise to Hearts & Roses' design team.

Thank you for considering my application. I would be delighted to discuss how my background and passion for alternative fashion can support Hearts & Roses' continued growth and artistic direction.

Warm regards,
Alison Miller