



August 2003

To whom it may concern,

Fennel Doyle answered an ad we ran seeking a person to maintain and update a web site for our company, T R I O New York. T R I O is a successful dress and suit company, selling in most of the major department and specialty stores in the U.S.A., and based in the heart of the NYC fashion district.

Fennel's upbeat, sincere personality and her warm, friendly nature immediately struck me. She has an air of competence about her and willingness to work. I hired her immediately, and Fennel freelanced 40 hours/month for my company for about 2 years.

As the Web Manager, Fennel entirely overhauled our existing site to a brand new more professional design. She proudly handled and executed the complete creative freedom I gave her. She listened to, and responded responsibly to our company's interests. I trusted her decisions, her design judgments, and her color schemes. Fennel has a wonderful graphic sense and high level of taste. She was able to tap into our tough business with ease and flexibility. And shoot from the hip while wearing many hats in a hectic working environment where seasons and products change quickly. Fennel applied nice feminine sensitivity to details, and was good at improvising copy. She presented our company style to our internet audience knowingly, and added her own special touch. I liked when she matched site designs to the moods of our specific collections. She mixed-in her personal photos, and created inviting animation and strait-forward navigation with a clear design vision.

Fennel worked diligently on her own, and one-on-one with our staff and business partners. She trained T R I O staff on how to photograph and prepare merchandise imagery for web use. Fennel optimized, cropped, and formatted in-house imagery and professional magazine spreads. She also designed sharp postcards and numerous mailings using model photos that had recently appeared in popular women's lifestyle magazines, and fashion industry publications. To better service our Sales Representatives, Fennel met with our online marketing partner, Doneger Marketing Online, in person, and seamlessly integrated our site with Doneger's website. She changed our site to walk the Reps through an easy to follow screening process which granted them important access to preview upcoming styles. She collaborated with Site Administrator, Mike Glover of Dulouz, to introduce greater functionality to the site, and helped us get past technical difficulties.

Fennel set up a fresh, consistent branding of our company throughout her work. She sees the obvious design solution, yet she will suggest different choices, find alternate ways to go, and try something other than what first comes to mind. When Leslie Fay Marketing acquired my company, Fennel was greeted with praise and offered hiring opportunities by Leslie Fay. She provided an outstanding international face to our well-known 10-year-old company.

I think the world of Fennel's skills with the web. I expect you too will be excited by her artistic talents, individuality, self-motivation, and adaptability. She takes a team approach to getting things done.

Sincerely,

Steven Garfield

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