

# LABECA

**Amy Kelly**  
Brand Manager  
Labeca Ltd.  
1 Knightsbridge Green,  
London, SW1X 7QA  
[amy@labecalondon.com](mailto:amy@labecalondon.com)

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To whom it may concern,

My name is Amy Kelly, the Brand Manager of Labeca London. I am pleased to be writing to you a letter of recommendation for Lal Derin Gurgenc. Lal worked with us at Labeca as a Brand Assistant for 4 months, from September 2024 until early January 2025, and reported to me in my position as Brand Manager.

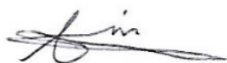
Whilst working with Lal, it was clear to us that if ever a task was set, her excitement and eagerness to complete the task to her best ability really shone through. Lal's tasks involved: being an active sales representative at Labeca's Motcomb Street store, assisting Labeca's social media manager with content creation and promotional activations, supporting other members of the team with administrative roles, and assisting the team with logistical tasks. As an employee, one of Lal's strongest skills that she demonstrated throughout her time with us was her graphic design talent. Lal always presented work that went above and beyond the set brief; her style is unique, bold and playful.

Here at Labeca, it is important that our team is capable of working independently and within a fast-paced environment. Lal demonstrated this by bringing innovative ideas to the table each week, using her creative flair and passion when proposing ways to excel the brand.

We truly appreciate all the hard work and research Lal produced during her time at Labeca. I look forward to seeing where Lal's future takes her and wish her the best of luck. Should you have any further questions about Lal, please feel free to contact me via +44 (0)7966 600 230.

Yours sincerely,

Amy Kelly  
Brand Manager  
Labeca London



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