



This is to certify that

**YOANNA GEORGIEVA**

has completed the certificate program

**INSIDE THE BUSINESS OF FASHION AND LUXURY**

June 26, 2022

Understanding brand heritage and brand DNA. Identifying brand elements. Examining trends. Explaining the importance of, and differences between Fashion Capitals. Defining luxury. Identifying innovations in sustainability. Designing a social media plan.

**Florence Leclerc-Dickler**

Dean  
Parsons Paris