THE NEW SCHOOL
PARSONS PARIS

This is to certify that

SORAYA PEREZ

has completed the certificate program

INSIDE THE BUSINESS OF FASHION AND LUXURY

July 24, 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