



Certificate of Achievement

Victoria Chazal

has completed the following course:

THE BUSINESS OF BEAUTY: INTRODUCTION TO THE BEAUTY INDUSTRY
CONDÉ NAST COLLEGE

This online course explored the evolution of the beauty industry, the emergence of new beauty brands and how brands communicate their products to consumers.

3 weeks, 3 hours per week



Lisa Mann

Director of Postgraduate, Professional and Online Programmes
Condé Nast College

CONDÉ NAST
COLLEGE *of*
FASHION
& DESIGN

The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.

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THE BUSINESS OF BEAUTY: INTRODUCTION TO THE BEAUTY INDUSTRY CONDÉ NAST COLLEGE

93%
OVERALL
SCORE

The course touched upon what the future may hold in relation to the beauty industry and explored how brands are adapting to new trends and consumer demands.

STUDY REQUIREMENT

3 weeks, 3 hours per week

LEARNING OUTCOMES

- Gain an introductory understanding of the beauty industry
- Compare the ways in which beauty companies connect with their consumers
- Be introduced to the key aspects of consideration when marketing and communicating beauty products in the media
- Gain insights into beauty trends
- Reflect on the value of the beauty sector to the wider fashion industry

SYLLABUS

- An Introduction to the Beauty Industry
- Key Beauty Trends
- Digital Marketing Strategies
- The Evolution of Beauty Campaigns
- Beauty Within the Wider Fashion Industry