**Giovanna Ferragani**



24 years old

Born in Florence, Italy

Runway model and social media influencer (Instagram and Snapchat)

From a young age, Giovanna was always into fashion and realized that her personality elicited a type of influential aura that gained her popularity throughout her young life. After she attended the Florence University of the Arts, she realized that her hobby of fashion (not only staying up to date with fashion, but *being* the fashion icon) is something she wanted to pursue as a career.

Giovanna now works as an runway model and influencer for Yves Saint Laurent which entails posting pictures and videos of herself in YSL clothes to her social media accounts to gain better traction and reach a broader audience. She gets compensation of sales that are linked to her account, and she is now seeking different mediums to post her pictures in a more online retail setting that would make sales easier for her and generate more revenue for the company.