

Beat: News

Viera Algodona Honored at World Fashion Week China 2024

TV Superstar and Modeling Coach Honored

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USPA NEWS - The World Fashion Week® and World Fashion Exhibition® China 2024 recognized Viera Algodona, an esteemed Panamanian model and entrepreneur, with the Recognition Award as a WFW/WFE Goodwill Ambassador. This honor highlights her exceptional contributions to fashion, etiquette, and personal development throughout Latin America and the world.

Viera Algodona's journey in fashion began at the age of 15 when she became the Director of the modeling school at Bob Actions agency. Early on, she demonstrated remarkable leadership and talent. Her career expanded to television, where she gained popularity, solidifying her reputation as a leading figure in the industry.

In addition to her modeling career, Viera is the founder of VYA Productions a company that has provided marketing consultancy, advertising, and event production services for over two decades. Through VYA Productions, she has helped shape the creative landscape in Panama and beyond, producing high-profile events and offering strategic consultancy services such as Mlss Latin America among many others.

Viera's passion for etiquette and personal development led her to the International Etiquette Centre in Miami, where she earned her certification as an Etiquette Consultant under the guidance of Elena Brouwer, Director of the Centre. Her expertise covers a wide range of areas, including:

Runway coaching and protocol training, Social etiquette and age-appropriate styling Diction, oral expression, and leadership skills.

As a Goodwill Ambassador for Panama, Viera Algodona embodies the spirit of empowerment, education, and creativity. Her dedication to developing talent and inspiring personal growth aligns with the World Fashion Week and Exhibition's mission to foster global collaboration and cultural exchange through fashion, especially focused in the reduction of preventable child mortality in Africa by empowering women and children.

The WFW/WFE China 2024 extends heartfelt congratulations to Viera Algodona for her continued achievements and unwavering commitment to shaping the future of fashion and personal development in Panama and beyond.

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