

Beat: News

## Julia Higuera Gonzalez Honored in China

### World Fashion Week® China 2024

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**USPA NEWS** - The World Fashion Week® and World Fashion Exhibition®? China 2024 was delighted to present a Lifetime Achievement Award to prominent journalist from Spain Julia Higuera Gonzalez, in recognition of her exceptional contributions to journalism and her advocacy for human rights, sustainable development, and global change. The international event was held at the vibrant city of Shanghai and Hangzhou, from September 27th to 30th, 2024, welcoming fashion icons from five continents. With a career spanning decades, Higuera has made significant strides in the fields of journalism, communication, and social activism. Julia Higuera holds a degree in Information Sciences with a focus on journalism from the Complutense University of Madrid and has completed further studies in Communication and Marketing in London and Miami. Her wide-ranging expertise includes public image, audiovisual communication, and advertising production, which has enabled her to leave a mark on both national and international media landscapes.

Throughout her prolific career, Higuera has worked with prestigious organizations such as Europa Press, and she has held various roles including television writer, video editor, filmmaker, and editor-in-chief at Telemundo's 24-Hour Channel. She has contributed to several prominent international media outlets such as Blanco y Negro, Mujer Hoy, Marie Claire, GQ, and Miami Herald, where she has interviewed and reported on notable personalities from the worlds of science, politics, entertainment, and sports.

In 2010, Higuera was the only journalist invited by the United Nations Secretary-General Ban Ki Moon to accompany him on missions to Africa, where she evaluated the progress of the Millennium Development Goals (MDGs) in countries like Cameroon, Burundi, and South Africa. Her in-depth reporting culminated in the publication of "Anoche tuve un Sueño" (Last Night I Had a Dream), a powerful narrative on the state of development in these regions.

A passionate advocate for human rights and sustainability, Higuera founded the International Committed Optimists Awards in 2015, an initiative that honors individuals with a strong sense of public service who work to protect human rights and promote sustainability. Among the notable recipients of this award are Nobel Peace Prize laureate Shirin Ebadi, as well as other prominent figures who share Higuera's vision for a better future.

Higuera's dedication extends to her role as a jury member for prestigious awards such as the Spanish National Awards for the Promotion of Reading, UNICEF Awards, and the Yves Rocher Foundation's Tierra de Mujeres Awards. She is also a founding partner of the Círculo de Orellana and WAS (Women Action Sustainability) and is deeply involved in humanitarian work as a patron of the Vipeika Foundation.

The Lifetime Achievement Award at the World Fashion Week® China 2024 celebrates Julia Higuera Gonzalez's outstanding contributions to journalism, her tireless advocacy for global causes, and her enduring commitment to creating a more sustainable and equitable world.

#### Article online:

<https://www.uspa24.com/bericht-24967/julia-higuera-gonzalez-honored-in-china.html>

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