

## Sustainable Innovation 2019

*Road to 2030: Sustainability, Business Models, Innovation and Design*

22nd International Conference

4<sup>th</sup> – 5<sup>th</sup> March 2019

UCA Business School

Epsom, Surrey, UK



### **Dr. Bernice Pan, Founder & Creative Director, DEPLOY, UK**

Bernice's expertise is in design process, brand strategy and business innovation. Originally trained as an architect at the University of Cambridge and the Royal College of Art, her multi-disciplinary approach saw her steering creative direction, design management and business expansion for renowned fashion, lifestyle and retail brands in London, New York and Greater China.

Bernice's calling is in designing for people. She identified early on, the critical problem of over-consumption and the pressing need for structural change in the consumer goods market. She thus set her mission: To use design and creative thinking to problem-solve and make a meaningful impact on people's lives whilst tackling the social and environmental issues endemic in the fashion industries.

Determined to address the problems from the root, Bernice visited countless companies and factories, conducted in-depth field research and analysis into the full working of the fashion supply chain from trend forecasting, materials and sourcing to design and production to merchandising and distribution all the way to marketing and after-sale cycles. She subsequently gained her PhD in Design & Systems Engineering at Brunel University with her doctoral thesis on mass customisation for the Fashion System.

Bernice is a creative entrepreneur who combines vision, theory and practice. She set up *Seamsystemic Design & Research* in 2005, founded sustainable luxury brand *DEPLOY* in 2006, launched its standalone Marylebone boutique in 2007, co-founded sustainable millinery brand *Hennumi* in 2008 and *Bespoke Bureau (EC1 Offices)* flexible workspaces for SME entrepreneurs in 2013, and conceived the *Thinking Women's Dining Club* in 2018.

Pillared on integrity, wonder and purpose, DEPLOY pioneers Bernice's innovative business model: 'Deploying' customisation for the purpose of sustainable fashion throughout the brand ethos, business model, supply chain, retail operation and customer offering.

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DEPLOY creates super smart, exquisitely tailored multi-function designs that celebrates individuality of people whilst reducing waste for the environment.

Bernice and DEPLOY's unique ethos in sustainable fashion is widely featured in the global media and press including BBC World News, TV and Radio programs, Vogue, Harper's Bazaar, InStyle, Marie Claire etc. DEPLOY was named 'Best of British', selected by the EU as one of the top 40 European emerging designer, and is a finalist at the prestigious British Drapers Fashion Awards.

Despite her ever demanding schedule, Bernice continues to guest lecture internationally in top-tier institutions including Harvard Business School, Hong Kong Polytechnic University, and personally dresses clients at DEPLOY's PopUps and events in key cities around the world, including public figures from Palace investitures to global business arenas to [Hollywood silver screens](#).