

## **Sustainable Innovation 2021**

### ***Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories***

23<sup>rd</sup> International Conference

Online Conference: 15<sup>th</sup>-16<sup>th</sup> March 2021

University for the Creative Arts

Epsom, Surrey, UK

[www.cfsd.org.uk](http://www.cfsd.org.uk)



**Dr Anne Prah, Design & Innovation Consultant,  
concept + design, UK**

Anne Prah is a London-based independent research, design and innovation consultant with over 25 years of experience in the fashion and sportswear industry, where she has worked for brands including Nike, lululemon, Puma, Ellesse, Esprit, Speedo, Marks & Spencer and trend forecaster WGSN.

Since completing her Master's Degree in Design for Textile Futures from Central Saint Martins College of Art & Design in 2009, she has been specialising in design-driven sustainable innovation, which explores opportunities to utilise better material and manufacturing solutions, as well as embedding resource efficiency and more sustainable product consumption directly into the design process. Anne's projects are diverse and have included the creative re-use and recycling of obsolete stock, the design of sustainable concept collections, the development of unique sustainable design strategies for global brands and start-ups, and inspiring other industry professionals through webinars, collaborative design projects, interactive workshops, tailor-made tools and mentoring. Anne is a regular speaker at international conferences and industry events and contributes to a selection of industry platforms and publications, including the Copenhagen Fashion Summit (2012), Greenpeace's 'Fashion at the crossroads' report (2017) and Innovation in Textiles, the leading website for the global textiles industry.

Anne is a long-standing supporter of Wrap's Sustainable Clothing Action Plan (SCAP), which aims to minimise the environmental impact of textiles and clothing in the UK by reducing waste, water and carbon footprints. Anne co-invented and developed WRAP's Clothing Knowledge Hub, a free online tool, which showcases initiatives, processes and technologies to reduce the environmental impact of clothing, contributed to WRAP's 'Sustainable Clothing Guide', a practical guide to help brands and retailers to improve the quality and durability of clothing and developed and delivered a series of supporting workshops to train industry stakeholders on design for durability and longevity.

In 2016, Anne was awarded the PhD degree for her practice-based research '*Designing wearable sensors for Preventative Health: An exploration of material, form & function*' at London College of Fashion, UAL.