

Sustainable Innovation 2021

Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories

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University for the Creative Arts

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www.cfsd.org.uk



Jacqueline Shaw, Director, Africa Fashion Guide, UK

With 16 years experience in the global fashion industry (working for brands and retailers such as Puma, C&A, Russell Athletic, Animal, Fila, Wilson) living and working in 4 countries over 4 continents, Professional Fashion Designer Jacqueline Shaw birthed Africa Fashion Guide, the only sourcing consultancy and information based platform for African fashion, as a tool to educate, inform and retune the perceptions of Africa's fashion and textile industry - a vehicle she sees for trade and development.

Now an Author of the coffee table book *Fashion Africa* (2011 and 2014), the business book *Fashion Cannot Be Made in Africa* (2020), an International Public Speaker, a University Fashion lecturer, an African Fashion Business Coach, Sourcing Consultant and industry researcher, Jacqueline, who owns a Masters degree in Ethical Fashion (2011) and a Masters in Social Research (2018) is known for being an expert and most proudly an ambassador in the Ethical African fashion landscape.

Having spoken at elite venues such as House of Lords London, London Eye, European Commission Brussels, Fashion Institute Technology NYC, Who's Next Paris and Panel moderate at the UK-Africa Investment pre-Summit Manufacturing Panel, to name a few, she actively campaigns for a more responsible way of doing fashion business and doing it well in Africa. Jacqueline has built up her name and is recognised internationally as a public speaker.

As an African Fashion Business Coach with past clients that includes Lineapelle, Miroglio, Brighton Museum for Fashion Cities Africa exhibition, Prospero World and British Council for their Enterprise Africa Summit she uses her expertise to bring to life African fashion led projects. Jacqueline, with her unique tools and strategies, specialises in creating sustainable solutions that help new and existing fashion businesses successfully navigate the sourcing and manufacturing landscape of Africa's fashion and textile industry.

Jacqueline believes Africa is Fashion's Future and has used her African fashion tee shirt campaign using Fairtrade, organic African cotton tees made in Africa by Africans to spread this message on the catwalks of London Fashion Week to Ghana to Los Angeles. Jacqueline is unapologetically a champion for fashion in Africa and her work and reputation not only precedes her, but represents her enthusiasm and high belief in this. Due to this she aims to equip as much people as possible in setting up businesses in Africa to build trade, contribute to Africa's GDP, and impact thousands of African lives using the vehicle of Fashion.