

Sustainable Innovation 2021

Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories

23rd International Conference

Online Conference: 15th-21st March 2021

Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK



Dr Bernice Pan, Founder & Creative Director, DEPLOY, UK

A creative entrepreneur combining vision, theory and practice, 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 order to reform fashion and consumerist culture; thus set her mission to problem-solve from the root: Using design thinking to make a meaningful impact on people's lives; whilst tackling the social and environmental issues endemic in the apparel industries. Manifested in her pioneering sustainable luxury brand, DEPLOY creates super smart, exquisitely tailored multi-function designs that increases true confidence for people whilst reducing systemic waste for the environment. A strategic action plan to 'deploy' its 360 Sustainability & Equality Ethos from brand pillars through to its customer offering, zero-waste supply chain management, agile direct-retail operation, bespoke after-sale service and humanitarian charity partnerships, DEPLOY's innovative business model complete the full microcosm of a circular economy, fulfilling 13 of UN's 17 SDGs whilst leading a Fashion Reformation that uniquely pilots Bernice's vision for a new paradigm of Valuism. Named a leading fashion innovator and "Best of British", Bernice and DEPLOY's exceptional approach is widely featured in the global media and forum. A compassionate and eloquent speaker combining industry and academic expertise, Bernice is frequently interviewed on the BBC News, Radio and TV programs, and speaks at top institutions including Harvard & London Business Schools, The University of Creative Arts, Hong Kong Polytechnic University, and Beijing Institute of Fashion and Technology. She is a contributing writer to several academic-professional book titles including *Fashion Supply Chain Management* (2012) and *Information Systems for the Fashion Apparel Industries* (2016). Originally trained as an architect from University of Cambridge and the Royal College of Art, Bernice gained her PhD in Design & Systems Engineering at Brunel University with her doctoral thesis on Fashion System mass customisation. Despite her ever demanding schedule with enterprises spanning from UK and Europe to US and Asia, Bernice continues to personally dress clients around the world, including public figures and business leaders, from Palace investitures to Hollywood silver screen. Bernice founded DEPLOY in 2006, co-founded fine millinery sister brand Henumi in 2008, The WorkWell serviced workspace (EC1 Offices) in 2013, Thinking Women's Forum in 2018 and The StayWell private retreat in 2020; manifesting her advocacy for sustainable and societal wellness across life and work.