

## **Sustainable Innovation 2021**

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

23<sup>rd</sup> International Conference

Online Conference: 15<sup>th</sup>-21<sup>st</sup> March 2021

Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK



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Dr Laura Santamaria is a design practitioner and scholar. She has over 20 years' experience in branding, user experience, strategic communications and forecasting research, having worked extensively in the UK corporate and non-profit sectors. Her expertise and insight in lifestyle aspects of sustainability have gained her recognition as a leading voice in the field. Laura holds a PhD in Sustainable Design Innovation. Her research focuses on diffusion aspects of sustainability, integrating marketing, cultural studies and cognitive science theories into human-centred design methodologies. She is currently Deputy Associate Dean for Enterprise (knowledge exchange) and Director of the Design & Culture Program at Loughborough University London; co-founder of pioneering sustainable lifestyle magazine *Sublime*, and director of marketing consultancy [YourBusinessLondon.com](http://YourBusinessLondon.com)