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**Jade McSorley, Co-Founder, LOANHOOD &
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Jade McSorley is the co-founder of tech start-up LOANHOOD, a fashion rental platform which provides Gen Z with a more sustainable way to experience fashion. She is also a PhD researcher at the University for the Creative Arts, following on from a Masters in Fashion Futures at University of Arts London and recently worked at the Fashion Innovation Agency. Jade's research explores the connection between digital fashion, identity and consumer behaviour. Her work lie in sustainable fashion & innovation; she is an advocate of using tech for good and is keen to understand the implications of emerging technologies for future fashion consumers. A former fashion model of 15 years, she uses her experience in the industry to apply a human lens to technologies, asking questions in regards to ethics, identity and sustainable consumption within virtual worlds.

Jade has spoken at numerous events discussing identity formation and digital fashion within the Metaverse, as well as working with fashion industry experts to better understand the opportunities and implications surrounding digital and sustainable fashion.