

**Sustainable Innovation 2025**  
***Sustainable Innovation in Products, Services and Business Models***  
***Past, Present and***  
**25th International Conference**  
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**Jade McSorley, Co-Founder, LOANHOOD, UK**

Jade McSorley is an academic, entrepreneur and advocate for sustainable fashion and responsible innovation. With over 16 years of experience in the fashion industry—spanning roles from model to co-founder and PhD researcher—she brings a unique perspective to the evolving landscape of fashion.

In 2020, she co-founded LOANHOOD, a circular fashion company that makes sustainable shopping more accessible, collaborating with communities and major fashion brands, including Selfridges and YOOX. In 2022, she joined London College of Fashion's (LCF) Fashion Innovation Agency, later becoming a Lecturer in Fashion and Sustainability. She now serves as Head of Knowledge Exchange at LCF's Centre for Sustainable Fashion.

Jade's pioneering research on digital fashion sustainability and ethics has earned her recognition as a Champion for Change in Vogue Business' 100 Innovators.