

Sustainable Innovation 2025
Sustainable Innovation in Products, Services and Business Models
Past, Present and
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Jacqueline Shaw - CEO / Founder, The Canerow Company Ltd, UK

Jacqueline Shaw is a recognised business coach, sourcing agent, pioneering author of the celebrated hardback book *Fashion Africa* and leading expert within the African fashion industry. With media features across major platforms including BBC Africa, BBC Woman's Hour, Ben TV, Arise TV, and *Monocle* magazine, among others, Jacqueline's proven track record of championing African-made products and sustainable business practices, has led her to bring her deep industry knowledge and passion for cultural heritage into the haircare space with ***The Canerow Company***. Offering a safer, plant-based solution offering biodegradable braiding hair extensions that are as kind to your health as they are to the environment. This sustainable alternative to synthetic extensions gives Black women a healthier choice.

Learn more about The Canerow Company and its game-changing plant-based braiding hair extensions by following the brand on social media:

- Instagram: [@thecanerowcompany](https://www.instagram.com/thecanerowcompany)
- Facebook: [The Canerow Company](https://www.facebook.com/TheCanerowCompany)
- TikTok: [@thecanerowcompany](https://www.tiktok.com/@thecanerowcompany)
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