

Sustainable Innovation 2025
Sustainable Innovation in Products, Services and Business Models
Past, Present and
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**Sarah Angold, Founder and CEO,
29acacia, UK**

Sarah is the founder and CEO of 29acacia, a next generation textile developer, scaling sustainable materials for the fashion industry made from 100% agricultural waste. 29acacia fibre has 1/10 the carbon footprint of conventional cotton, a 100% transparent supply chain, and raises low income farmers out of poverty by paying for their waste and providing free organic fertiliser (a natural by-product of 29acacia's innovation) that promotes long-term soil health.

Previously, Sarah founded a global accessories brand selling to luxury stores like *Harvey Nichols*, *Joyce Hong Kong* and *Bergdorf Goodman*. Her designs have graced the covers of *Vogue* across the world and are still coveted for the red carpet by celebrities from *Cara Delavigne* and *Lily Cole* to *Kim Kardashian*. Launches include a Sarah Angold for *Topshop* line.

As well as designing for the runway at *Paris Fashion Week*, Sarah is an active investor, consultant and super-connector, with over two decades experience as a thought leader and trend forecaster in fashion. Sarah's collaborative ethos has led to projects across a breadth of industries from designing concept cars for *Toyota* in Japan, to bespoke 3D printed wearable tech for *Avery Dennison* and exhibitions at the *Design Museum*.

Sarah is now deeply involved with experimental social innovation initiatives that incorporate emerging technologies for fashion. She is a board advisor for multiple fashion, tech and ESG focussed start ups and is an experienced mentor within the world-leading accelerator programme at Imperial College. Sarah runs supper clubs that bring together members of British Parliament, academics and industry leaders to debate topics around fashion's sustainable transition and is a seasoned speaker at international conferences like *Premiere Vision Paris*. Sarah also lectures at top tier institutions including *London College of Fashion* and drives progress in fashion education as part of *Instituto Marangoni's* advisory committee, as well as through her own sustainable fashion programme in partnership with *Cartier*.