

Safia Minney, MBE, FRSA, is an award-winning social entrepreneur and internationally recognised for the company she founded, People Tree, a pioneer of sustainable fashion. She led the business as Global CEO for 20+ years in Japan and Europe. Safia is recognised by the World Economic Forum as an Outstanding Social Entrepreneur and is a leading influencer and international speaker on sustainable business and supply chains, climate action and Fair Trade.

Safia is an executive coach and mentor and author of 9 books including; 'Slave to Fashion', campaigning to eradicate modern day slavery in the fashion industry and 'Slow Fashion - Aesthetics meets Ethics' and 'Regenerative Fashion', out in November 2022.

Safia recently founded www.fashion-declares.org – a bottom-up, industry wide movement to promote rapid action to redesign the fashion industry to operate within planetary boundaries whilst delivering a Just Transition in the Climate, Ecological and Social emergency. Safia founded www.REALsustainability.org to promote awareness and action for sustainable living and leadership. Safia is an advisor with www.businessdeclares.org and works as a trustee of The Countryside Charity and Conway Hall Ethics Society.

