

PROFILE

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School of Entrepreneurship

Ts. Dr. Norsaadah Binti Zakaria is a distinguished Research Fellow at The Design School, Faculty of Innovation & Technology, and the founder of Telestia Malaysia and Clotech Atelier Academy. She holds a Doctor of Philosophy in Science and a Master of Education (Technical) from Universiti Teknologi MARA, Malaysia, as well as a Bachelor of Science in Human Ecology from The Ohio State University, United States. With a profound interest in the clothing industry's pipeline, from the development of sizing systems to garment construction, Dr. Norsaadah aims to enhance the quality of both tailored and mass-produced garments. Her expertise in anthropometric data, sizing technology, and apparel product development has made her a key figure in the field. She has significantly contributed to academic literature, authoring and co-editing several influential books on apparel sizing and design, including "Anthropometry, Apparel Sizing and Design" and "Clothing for Children and Teenagers: Anthropometry Sizing and Fit." Her research focuses on sustainable fashion, mass customization, and the integration of technology to improve clothing fit and functionality. Dr. Norsaadah has also led various consultancy projects, such as obtaining TVET programme approvals and developing sustainable fashion business hubs. Her professional memberships include the Malaysia Board of Technologists and The Textile Institute, where she holds a Chartered Associateship. Dr. Norsaadah's administrative roles have included Head Centre of Fashion Technology at UiTM and Academic Director at Raffles Design Institute in Riyadh, Saudi Arabia. Her ultimate goal is to train, educate, and upgrade the skills of fashion enthusiasts, ensuring the industry's growth and sustainability.



**Datin Ts. Dr. Norsaadah
Zakaria P.Tech, CText ATI-UK
SUSTAINABLE FASHION**