



Baljinder 'Bowie' Miles – Biography

Baljinder "Bowie" Miles is an internationally recognised textile professional, innovator, and sustainability champion whose career has been driven by a passion for creating a better future for both people and planet. With more than 25 years of experience spanning textile design, material development, manufacturing, retail, innovation, and business strategy, she brings a truly holistic perspective to the challenges and opportunities facing the textile industry today.

Bowie has worked across the entire textile value chain. From fibre and fabric creation through to product development, consumer engagement, and end-of-life solutions. During more than a decade at PUMA, she led pioneering initiatives in material innovation and sustainability, delivering award-winning projects in recycled materials at scale, circular design, and performance apparel. Her work has contributed to industry first developments and demonstrated that environmental ambition and commercial success can go hand in hand.

Today, through her consultancy and advisory work, Bowie supports brands, organisations, and policymakers in navigating the transition towards a circular textile economy. She facilitates workshops, provides education and strategic guidance, and is particularly passionate about bringing together stakeholders from across the value chain to create meaningful collaboration and practical solutions. She also contributes as a textile expert to European discussions on sustainability and circularity, helping bridge the gap between policy and industry implementation.

What truly distinguishes Bowie is her energy combined with an ability to inspire people and connect communities. She believes that the future of textiles depends on openness, collaboration, and a willingness to challenge traditional ways of thinking. Her mission is to create an industry where knowledge is shared, innovation is encouraged, and every stakeholder has a role to play in shaping a more sustainable future.

Her guiding principle remains: **"Do what is right, not what is easy."** It is this philosophy that continues to motivate her work and inspire others to join the journey towards a thriving, circular textile industry.