



Samira Iran is post-doctoral researcher at Technische Universität Berlin (TUB) and project lead at Hot or Cool Institute in Berlin. Samira's PhD thesis was on the shared economy in the clothing industry. From 2016 to 2021, she worked in two real-world laboratory projects on "sustainable textile consumption" at Ulm University and on "education for sustainable clothing consumption" at TUB. She is currently consortium lead of a citizen science project on "decluttering and sustainable consumption" at TU Band project lead of a project on "care economy and sustainable consumption" at HOC. In addition to sustainable fashion, her research interests include sharing economy, collaborative consumption, care economy, and consumer behavior. Dr. Iran is a co-founder of "Fashion Revolution Iran" and a member of the executive committee of "Sustainable Fashion Consumption Network".