



NIST

ecofashionCORP[®]

BY MARCI ZAROFF
A GREENHOUSE OF BRANDS

The Challenges, Benefits, and Need for a Circular Economy

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ecofashionCORP a "Greenhouse of Brands"

Apparel and Home Fashion that prioritizes People, Planet, Prosperity, Passion, and Purpose

METAWEAR

B2B turnkey, full-package, private-label, sustainable apparel and home manufacturing platform. As the "Intel inside", MetaWear is the engine that fuels all of our brands.

yes and™

Contemporary, sustainable, fair trade apparel for conscious, fashion forward millennials, 25-44.



FARM TO HOME™

dwell organically

GOTS certified organic bedding and bath collections, currently sold via QVC and to the hospitality industry.

SEED TO STYLE™

dress organically

The first GOTS certified, size-inclusive sustainable apparel brand sold exclusively via QVC.



“We cannot solve our problems with the same thinking that created them.”

- Albert Einstein

Fashion & Oceans

Microplastics wash out of your clothing and into the ocean. Some simple fixes could help

By Cloe Logan | News | July 22nd 2021



Fashion accounts for 20-35% of microplastic flows into the ocean

McKinsey

'Fast Fashion' Is Polluting The Oceans With Microfibers

by Luana Steffen | February 25, 2020



How Plastic Pollution is Being Woven into Fast Fashion Culture

July 30, 2020 | By Catie Tobin



Fashion & Water



10,000
LITRES OF WATER
ARE REQUIRED
TO MAKE A SINGLE
PAIR OF JEANS

COMMIT TO ZERO-WASTE FASHION

#ACTNOW FASHION CHALLENGE
un.org/ActNow

The fashion industry is the 2nd most water-intensive industry in the world.

Smart Business

Fashion & Soil



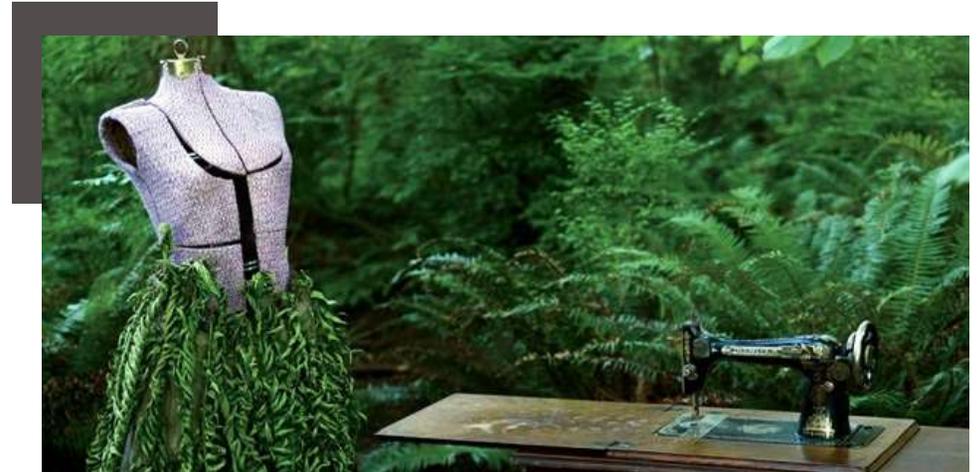
**Overgrazing of pastures (cashmere),
massive chemical use (cotton),
deforestation (rayon)**

Sustain Your Style

Fashion x Forests

Dissolving-pulp (base material for rayon/ viscose) wastes approximately 70% of the tree

Canopy



Fast Fashion



Up to 85% of textiles go into landfills each year - roughly 13M tons

Smart Business

LINEAR ECONOMY

Take
↓
Make
↓
Use
↓
Waste



RECYCLING ECONOMY

Take
↓
Make
↓
Use
↓
Waste

Recycle → Make
Use → Recycle



CIRCULAR ECONOMY

Take
↓
Make
↓
Use
↓
Waste

Recycle → Make
Use → Recycle
Repair → Use
Reuse → Use
Return → Make



*“We do not inherit the earth from our
ancestors; we borrow it from our children.”*

- Native American Proverb

**Vestiaire
Collective**

RENT THE RUNWAY



The RealReal

THREDUP

Disruptive Business Models

 POSHMARK

depop

REBAG

RECURATE

STITCH FIX

FASHIONPASS

New Business Ecosystems

4Ocean™



PARLEY



THE OCEAN
CLEANUP™



REPREVE™



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Material Innovation

- Reduce pressure on forests & wood resources
- Eliminating toxic chemicals
- Solution to climate change



1. Certified Organic Cotton
2. Organic In-Transition
3. Biodynamic/Demeter



Banana
Transforms banana biowaste into biofiber



Carbon Net Zero Lyocell & ECOlyptus™



Organic Linen Blends



Recycled Cotton



**Regenerative Nylon
ECONYL®**



**Certified Organic
Hemp Blends**



**RPET
Recycled Polyester**



Bolt Threads



Agraloop
Transforms left-over food crop in natural fiber



Repreve
High-quality, certified recycled fibers

Healthy Ecosystems



In **2019**, searches for specific sustainable materials rose;
102% for ECONYL
52% for organic cotton
130% for Repreve
42% for Tencel.

Lyst

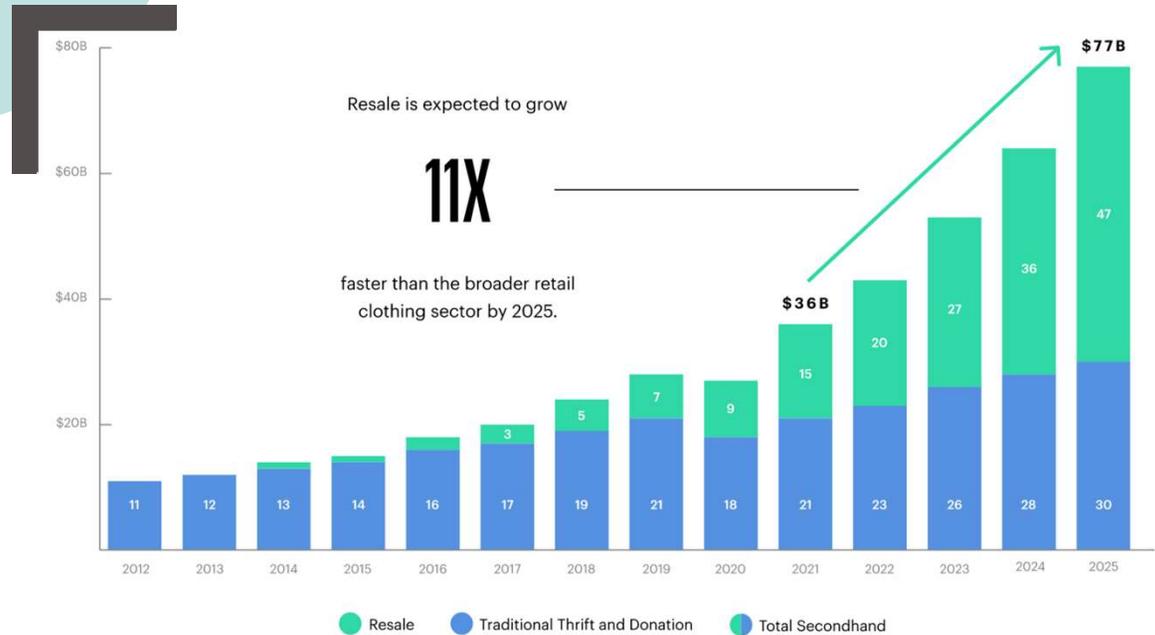
The clothing rental sector is expected to reach **\$2.5 billion by 2023**. When combined with resale, it will account for **13% of the total \$360 billion U.S.**

Global Data

42% of millennials say they want to know what goes into products and how they are made before they buy, compared with **37%** of Gen Z.

McKinsey

Consumer Demand



ThredUp 2021 Retail Report

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METAWEAR®

Source to Story:
the “Intel Inside” of sustainable fashion

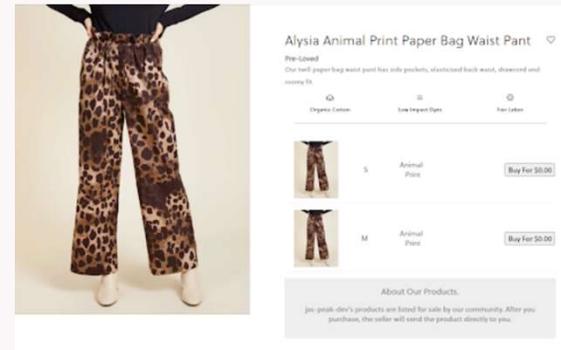
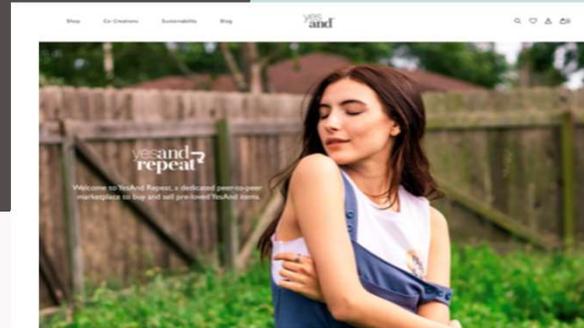


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15 **ecofashioncorp**
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RECURRATE

yesand
repeat



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Together we can co create a **stylish, sexy, and sustainable** world.

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