



**NIST**

**ecofashionCORP<sup>®</sup>**

**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™

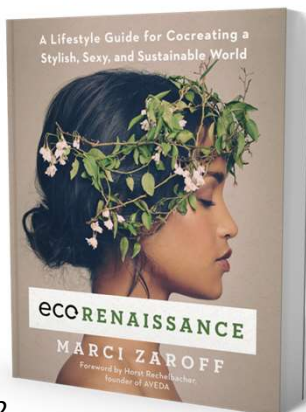
Contemporary, sustainable, fair trade apparel for conscious, fashion forward millennials, 25-44.

## 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



#ACTNOW  
un.org/ActNow

FASHION CHALLENGE

**The fashion industry is the 2<sup>nd</sup> 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



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# 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



## CIRCULAR ECONOMY

Take  
↓  
Make  
↓  
Use  
↓  
Waste  
↑  
Recycle  
↑  
Repair  
↑  
Reuse  
↑  
Return





*“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*



**depop**

**REBAG**

**RECURATE**

STITCH FIX

FASHIONPASS

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# New Business Ecosystems

4ocean™



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

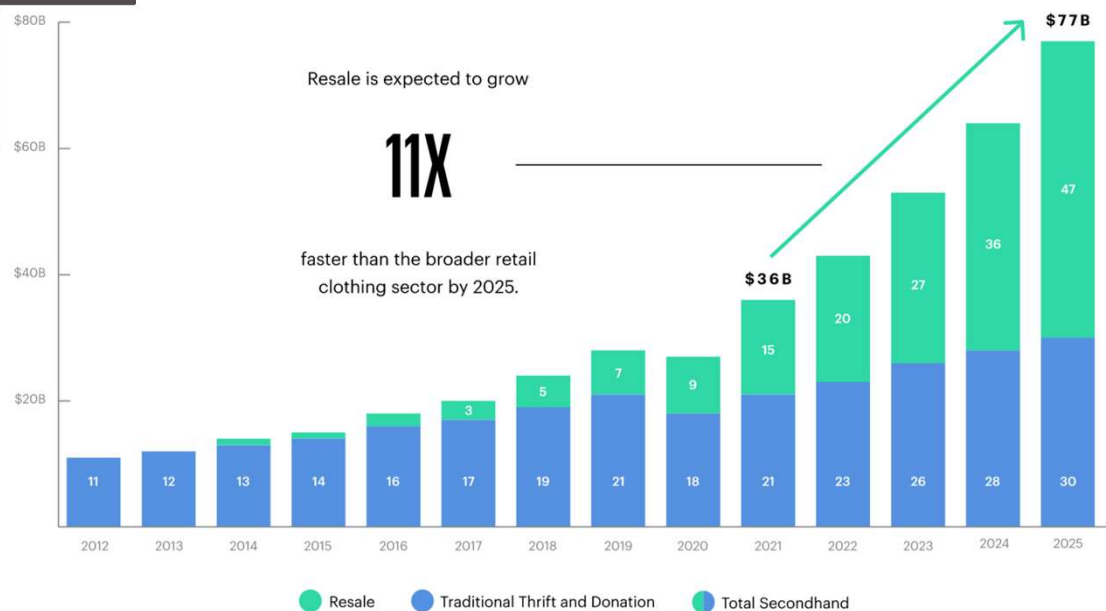
The clothing rental sector is expected to reach **\$2.5 billion by 2023**. When combined with resale, it will account for **13% of the total \$360 billion U.S.**

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

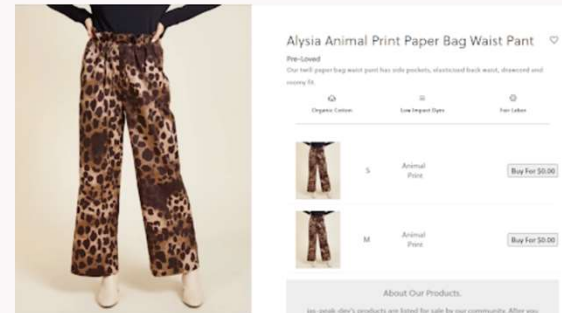
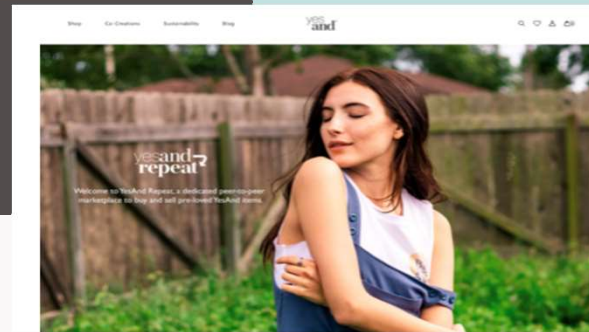


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# RECURATE

## yesand repeat



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

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