



[Marci Zaroff](#) is an internationally recognized ECOLifestyle visionary, authority, innovator and educator and has been instrumental in driving authenticity, environmental leadership & social justice worldwide for nearly three decades.

With a degree from the [Haas Business School](#), University of California, Berkeley, Marci co-founded a thriving health & environmental educational center in 1990 with an organic café, AVEDA concept salon and national magazine — now known as “[The Institute for Integrative Nutrition](#),” the largest professional “health coach” certification program in the world.

After nearly a decade in natural/organic food and beauty, Marci recognized the “missing link” in the wellness equation, and in 1995, seized the opportunity to launch leading lifestyle brand [Under the Canopy](#), to coin and trademark the term “[ECOfashion®](#)” and to pioneer the market for organic & sustainable apparel and home textiles. As Founder and former CEO of “UTC”, Marci created a unique and unparalleled development, distribution and monitoring business model to ensure that processes and products remain pure, transparent and authentic.

Today, Marci is the Founder and CEO of [MetaWear](#) — the first “sustainable style” GOTS and Cradle to Cradle Certified cut and sew, manufacturer in the world for turnkey, full package organic/eco-friendly apparel. Offering garment dyeing & cutting-edge seaweed-based screen printing free of harmful toxins, Metawear’s 40,000 square foot factory is powered by renewable energy and is producing printed T-shirts and garments for countless corporations, brands, retailers, universities, films, festivals and leading NGOs. MetaWear’s a la carte ECOfashion platform also produces from vertically integrated GOTS certified supply chain in India, which can include regenerative (in conversion) to organic cotton

Marci is a creative force and Executive Producer of the upcoming documentary [THREAD](#) and the short films “[Driving Fashion Forward with Amber Valletta](#)” — exposing the human and environmental impacts of the fashion industry. As a serial entrepreneur, Marci also co-created both [Good Catch Foods](#) and [BeyondBrands](#) Conscious Consulting Collective with husband Eric Schnell.

Marci keynotes, speaks and consults internationally on organic/sustainable fashion, strategic vision, social innovation, green business/design and the rise of the values-driven millennial generation. She was a key driver and instrumental in developing the USA and Global Standards for organic fiber certification ([GOTS](#)), as well as the world's first Fair Trade Textile Certification with [Fair Trade USA](#). She has spearheaded and launched first time organic/sustainable fashion initiatives in top retailers — such as Whole Foods Market, Macy's, Target, Bed Bath & Beyond and Aveda — and is featured extensively in major TV & print media, including *Entrepreneur*, *Newsweek*, *The New York Times*, *USA Today*, *The Wall Street Journal*, *Bloomberg*, *InStyle*, *Lucky*, *Vanity Fair*, *CNN*, *ELLE*, *Entertainment Television*, *Discovery Channel* and more.

Zaroff has received numerous recognitions, such as Retail TouchPoint's "Retail Innovator Award", ABC News' "Legends and Legacies", "Honorary Member" of the Turkish Textile Association, the Natural Product Industry's "Socially Responsible Business Award", New York Moves "Power Woman Award", Fashion Group International's "Rising Star Award" and ELLE Magazine's "Mercury Style Award." She is featured in the book: [ECO AMAZONS: 20 Women Who Are Transforming the World](#) and is both a Royal Society of the Arts (RSA) Fellow and a Henry Crown Fellow of the Aspen Institute.

Marci is an officer on the Board of Directors of both the [Organic Trade Association](#) and the Textile Exchange as well as Fashion Revolution USA. She serves on the Advisory Boards of the Cradle to Cradle Innovation Institute's "[Fashion Positive](#)," Fashion Revolution Day, Turning Green, Fair Trade USA and others. Marci's first book — [ECOREnaissance: Co-creating a Stylish, Sexy & Sustainable World](#)— will be published by Simon & Schuster in August 2018.

An artist, yoga enthusiast, and mother of two "green" Millennials, Marci lives in New York City with her #greenmoregirls daughter Jade and ecopreneur husband & twin flame soulmate, Eric Schnell.