



Marci Zaroff coined the term “ECOfashion” and is an internationally recognized ECOLifestyle expert, educator, innovator and serial ecopreneur. Founder of leading sustainable fashion lifestyle companies [MetaWear](#), Under the Canopy and Farm to Home, Executive Producer of “THREAD Documentary | Driving Fashion Forward,” and Co-Founder of [Good Catch Foods](#), [BeyondBrands](#) and The Institute for Integrative Nutrition, Marci has been instrumental in driving authenticity, environmental leadership & social justice worldwide for nearly three decades. Board Member of the Organic Trade Association, Textile Exchange, Fashion Revolution USA and Cradle to Cradle's "Fashion Positive", Zaroff was a key figure in the development of the Global Organic Textile Standard (GOTS) and first Fair Trade Textile Certification. Marci has received countless recognitions — including Retail Touchpoint's "*Retail Innovator Award*," New York Moves "*Power Women Award*," Fashion Group International's "*Rising Star Award*" and the Natural Product Industry's "*Socially Responsible Business Award*". Marci is featured in the book “ECO AMAZONS: 20 Women Who Are Transforming the World” and is a Henry Crown Fellow of The Aspen Institute. Marci 's first book "*ECOREnaissance: Co-Creating A Stylish, Sexy and Sustainable World*" launches August 14, 2018 (Simon & Schuster.)