

[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 over two decades.

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

After nearly a decade in natural/organic food and beauty, Zaroff recognized the “missing link” in the wellness equation, and in 1996, 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 face of “UTC”, Marci created a unique and unparalleled development, distribution and monitoring business model to ensure that processes and products remain pure, transparent & authentic.

Marci is also now co-founder and President of [MetaWear](#) — the first “Sustainable Style” GOTS and Cradle to Cradle Certified turnkey manufacturer in the USA for cut & sew organic/eco-friendly apparel and other custom goods. 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 already producing printed T-shirts and garments for brands, retailers, universities, films, festivals and leading NGO’s.

In addition, 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. Further, as a serial entrepreneur, Marci co-created both [I AM Enlightened Creations](#) and [Beyond Brands](#) Conscious Consulting Collective with husband Eric Schnell.

Marci keynotes, speaks and consults internationally on organic/sustainable textiles, strategic vision, social innovation, green business/design and the rise of the values driven millennial generation. She was a key driver in defining 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*, *Wall Street Journal*, *Bloomberg*, *InStyle*, *Lucky*, *Vanity Fair*, *CNN*, *ELLE*, Entertainment Television and the Discovery Channel, to just name a few.

Zaroff has received countless recognitions, such as 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 on the Board of Directors of the [Organic Trade Association](#) and the [Textile Exchange](#), and has served on the Advisory Board of Cradle to Cradle Institute’s “[Fashion Positive](#),” Fashion Revolution Day, Teens Turning Green, Fair Trade USA, Sustainable Brands International, the Green Shows, Green Spa Network, Operation Warm and others. Marci’s first book — “*ECOREnaissance: Co-creating a stylish, sexy & sustainable world*”— will be published by Simon & Schuster in April 2017.

An artist, yoga enthusiast, and mother of two “green” Millennials, Marci lives in New York City with her ecopreneur husband & soulmate, Eric Schnell.