

Marci Zaroff coined the term “ECOfashion” and is an internationally recognized ECOLifestyle entrepreneur, educator, innovator and expert. Founder of both Under the Canopy and Metawear, Executive Producer of “THREAD Documentary | Driving Fashion Forward,” and Co-Founder of BeyondBrands, The Institute for Integrative Nutrition and I AM Enlightened Creations, Marci has been instrumental in driving authenticity, environmental leadership & social justice worldwide for over 25 years. Board Member of the Organic Trade Association, Textile Exchange, Turning Green 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 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 Royal Society of the Arts (RSA) Fellow, as well as a Henry Crown Fellow of The Aspen Institute.