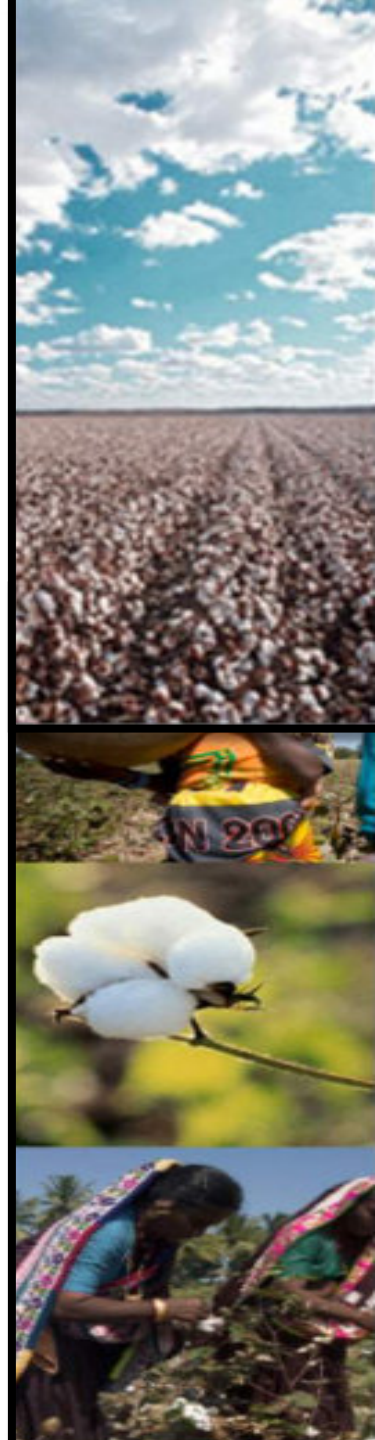




marci@marcizaroff.com
561.302.2010
@marcizaroff



welcome to
My organic World

by Marci Zaroff



Marci's Perspective on Healthy & Sustainable Food, Fashion, Beauty, Business & Life...with Style



UNDER THE CANOPY.

TextileExchange



FARM TO HOME

dwell organically

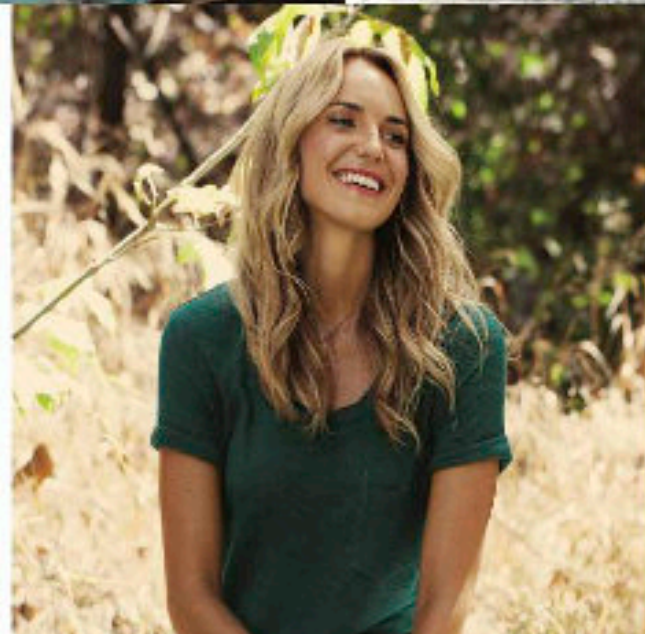




UNDER ^{the} CANOPY



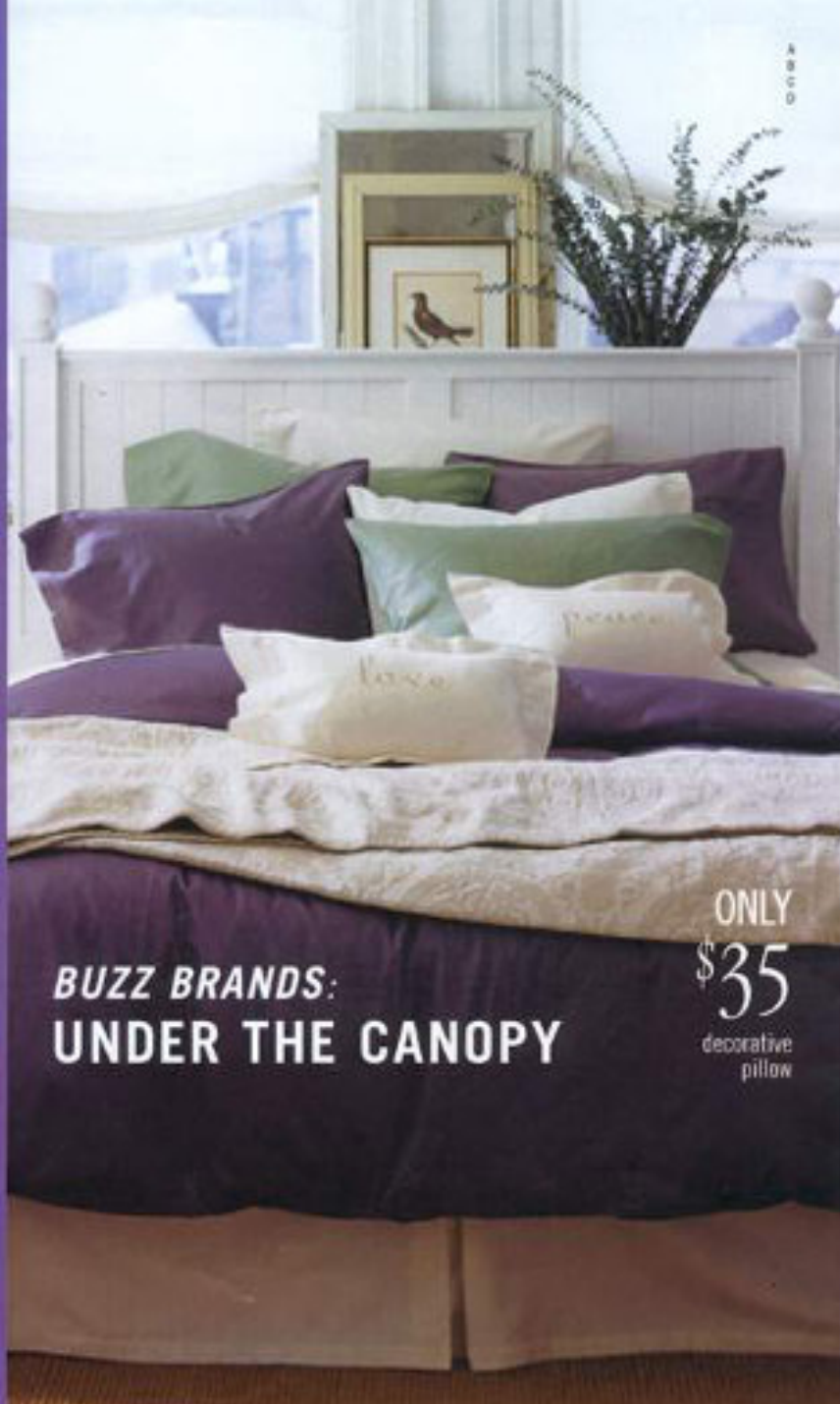
style . quality . unity





"There is no beauty in the finest cloth if it makes hunger and unhappiness."
Mahatma Gandhi





**BUZZ BRANDS:
UNDER THE CANOPY**

ONLY
\$35
decorative
pillow



ONLY
\$34
chakra
top



Marci Zaroff believes that a commitment to the earth is harmonious with style. A pioneer in organic fiber fashion, she was inspired by the canopy of trees that covers the rainforest. We love her passion and her products.

UNDER THE CANOPY
TOWELS • LINEN • BATHROBES



ONLY
\$12
cotton
hand
towel

J. ORGANIC TOWELS
Ultra-soft organic cotton. Machine wash, ironed, flat-iron, white.
WRINGCLOTH 12" W x 12" L, C70-942-1000 \$8
HAND TOWEL 10" W x 24" L, C70-942-1001 \$12
BATH TOWEL 30" W x 54" L, C70-942-1002 \$16
BATH SHEET 30" W x 64" L, C70-942-1000 \$44

K. SLIP NIGHTIE
Organic cotton slip-on nightie with spaghetti straps and ruffle hem. Cotton. Machine wash, ironed, white, light blue.
Misses: S-XL, A33-942-1000 \$44

L. NIGHTSHIRT
Fluffy and soft cotton. Machine wash, ironed, white, light blue. Misses: S-XL, A33-942-1001 \$12

See the order form for complete
SIZING INFORMATION.



We do not inherit the land from our ancestors; we borrow it from our children.
 ~ Native Wisdom



BUSINESS
 South America | Statistics | Markets.com

Clothing will be part of Whole Foods' lineup

Chain's headquarters starts to carry organic apparel aimed at "lifestyle-minded, health-minded consumer"

By Ronika Raymon

Shoppers at Whole Foods Market (WFM) in San Francisco, California, are used to seeing...

retailer based in Plano, Texas, is the nation's largest natural and organic food retailer...

Whole Foods has long made organic clothing available to its customers. The company's new line of organic clothing is designed to be a natural extension of the retailer's existing apparel offerings.

They've got a lot of ready-to-wear options, including organic cotton t-shirts, leggings, and more. The new line of organic clothing is designed to be a natural extension of the retailer's existing apparel offerings.

and Best Buy, is available in...



organic cotton: *over 45% + ave annual growth from 2007 to 2016*

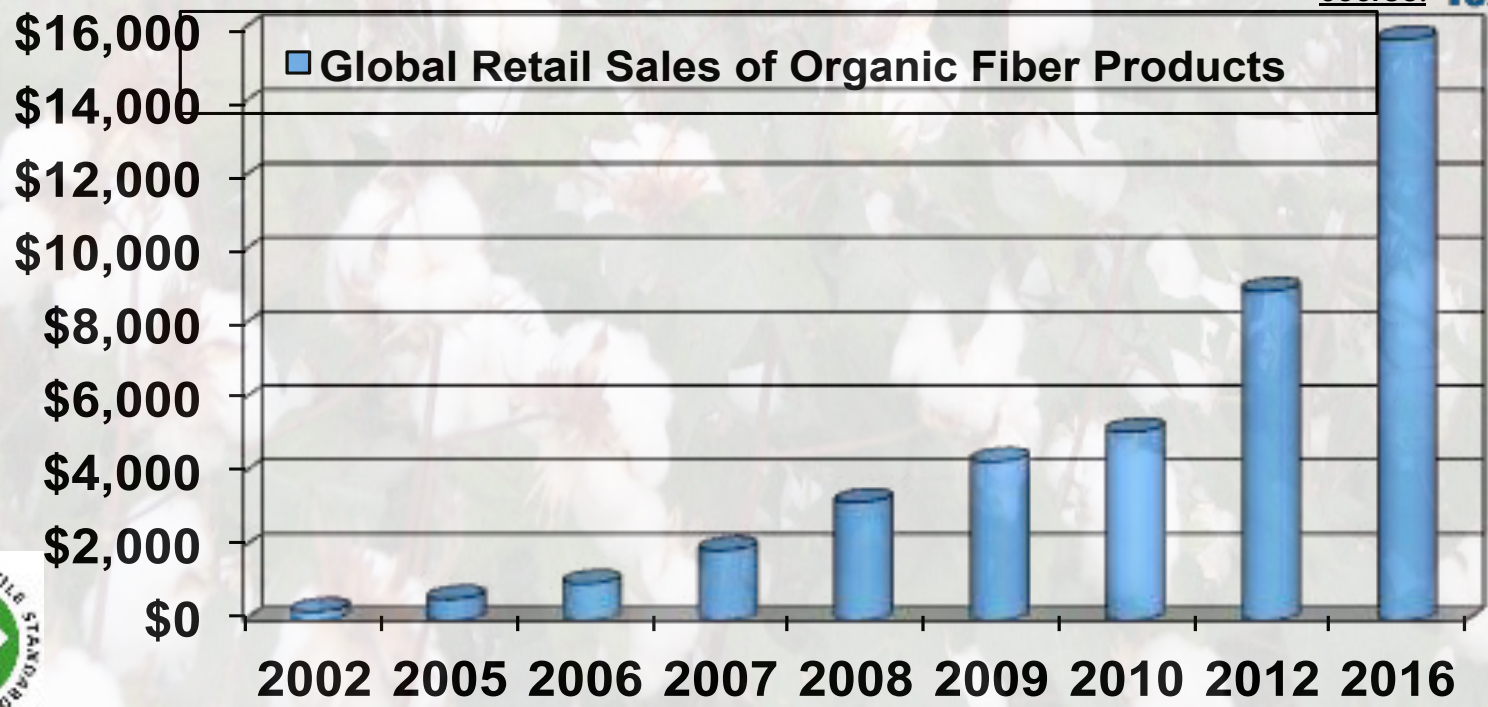


ORGANIC MARKET GROWTH

Source:

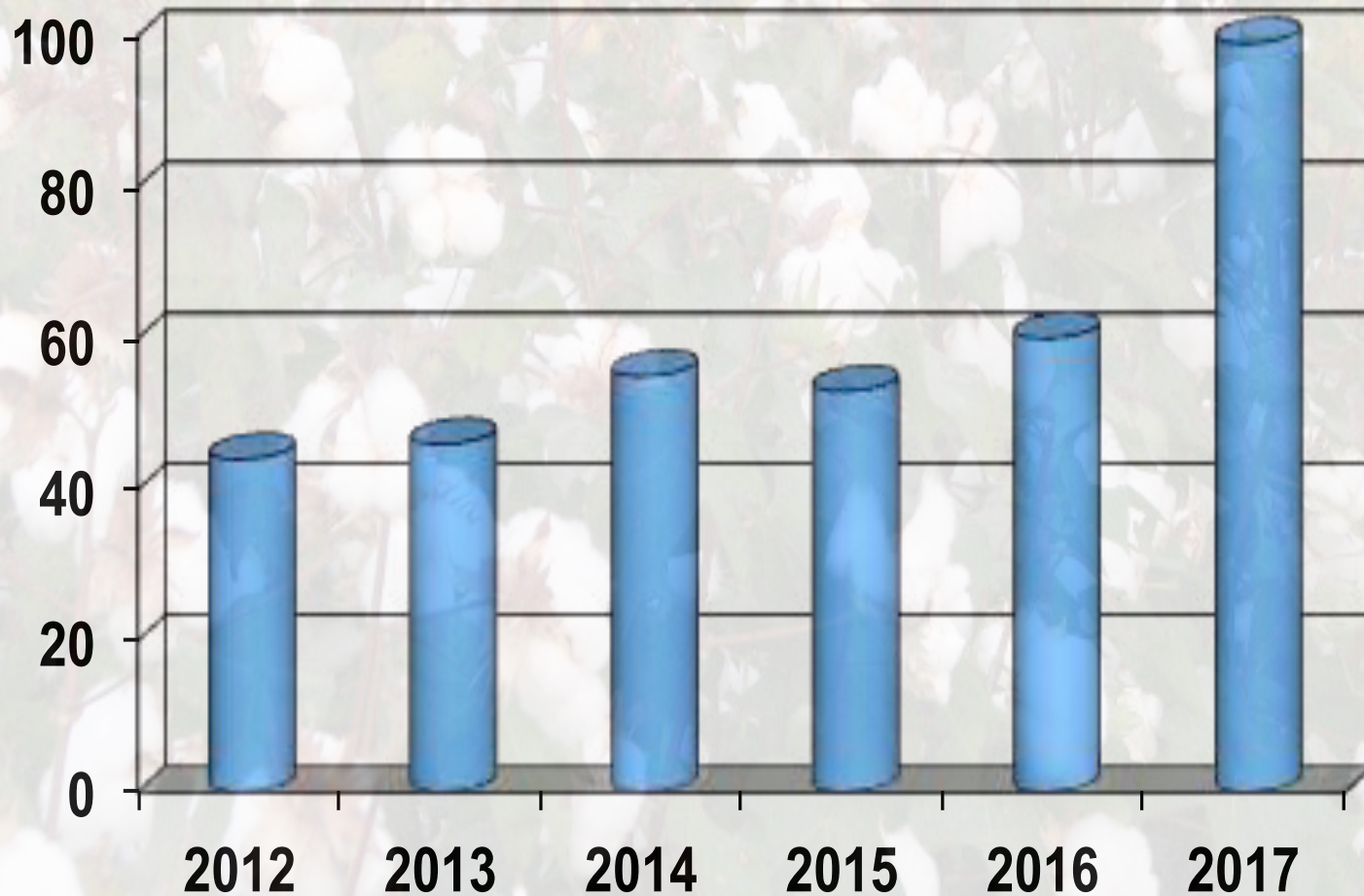


Source: **TextileExchange**





USA GOTS certified Entities



Source:





GLOBAL ORGANIC TEXTILE STANDARD
GOTS

cradle to cradle

Who made your clothes?

STUBBORN CLIMATE OPTIMIST

WHAT DO YOU SAVE WITH A METAWEAR ORGANIC T-SHIRT?

#coolandconscious

- 659 LITERS OF WATER
- 15 HOURS OF 60W LIGHTBULB
- 2 KM OF AVERAGE CAR



SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

| | | | | | |
|--------------------------------|------------------------------------|--|--|--|--|
| 1. No Poverty | 2. Zero Hunger | 3. Good Health and Well-being | 4. Quality Education | 5. Gender Equality | 6. Clean Water and Sanitation |
| 7. Affordable and Clean Energy | 8. Decent Work and Economic Growth | 9. Industry, Innovation and Infrastructure | 10. Reduced Inequalities | 11. Sustainable Cities and Communities | 12. Responsible Consumption and Production |
| 13. Climate Action | 14. Life Below Water | 15. Life on Land | 16. Peace, Justice and Strong Institutions | 17. Partnerships for the Goals | |



- 610 MG OF HAZARDOUS PESTICIDES
- 79 G OF CHEMICAL FERTILIZERS

compared with a conventional cotton t-shirt

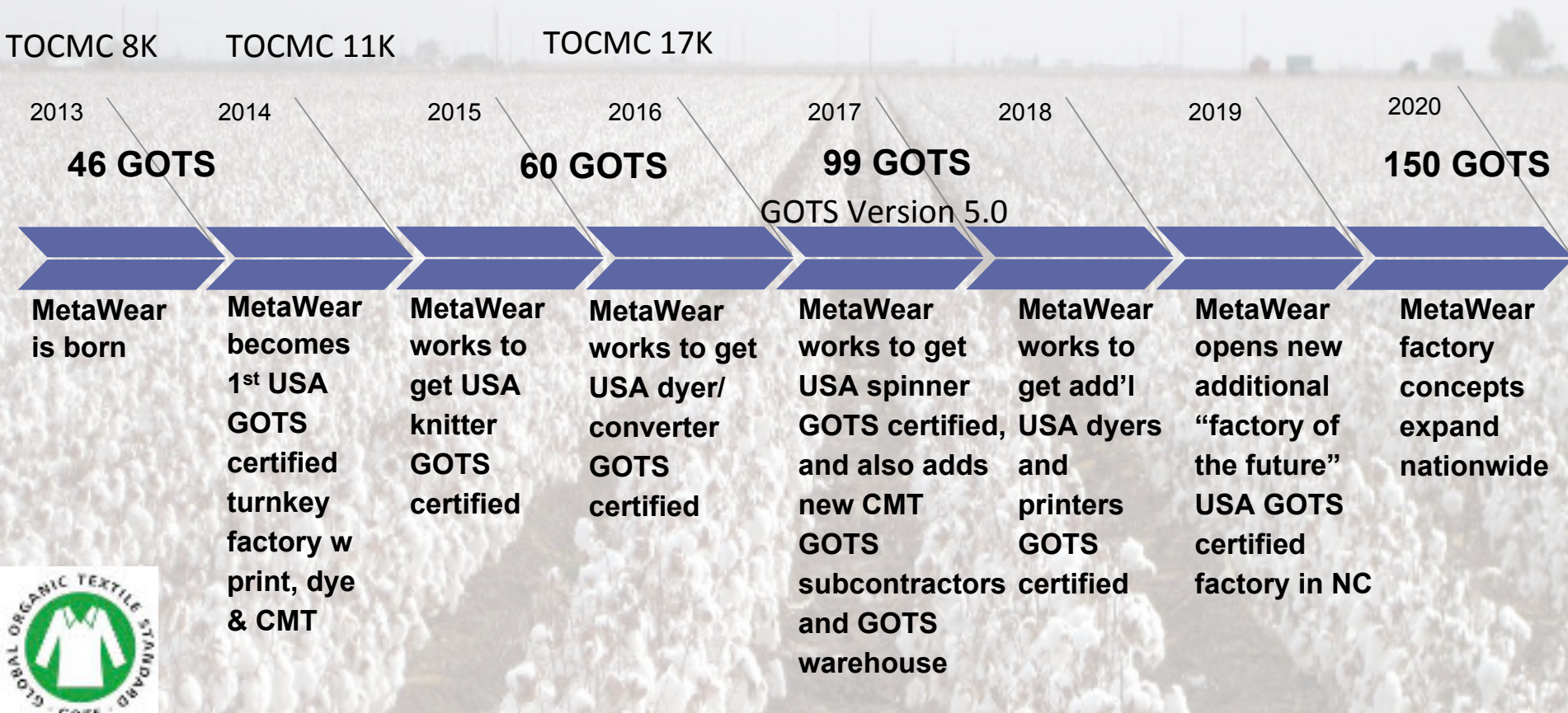
METAWEAR
Fashion Forward

in partnership with
 TextileExchange
aboutorganiccotton.org



Source to Story

When we started, there was no complete GOTS Certified USA supply chain.



The journey of 1000 miles begins with one step. ~ Lao Tzu

METAWEAR

fashion forward





Think Tank

Eco-Fashion: Making A Sustainable Future

By Marci Zaroff

Twenty years ago, I would drive a home to get to the closest Whole Foods. Today, in many cities, you would be hard pressed not to encounter multiple organic grocery stores, farmers' markets, clusters of yoga studios and a handful of sustainable fashion stores.

But what if you could drive a home to get to the closest Whole Foods. Today, in many cities, you would be hard pressed not to encounter multiple organic grocery stores, farmers' markets, clusters of yoga studios and a handful of sustainable fashion stores.



If the fashion industry embraces change, it could see an economic

Key drivers of ECOofashion®

- Consumer Lifestyle
- Collaboration & Innovation
- The Internet “Experience Economy”
- Media & Celebrity
- Green Penetration in all Industries
- Millennials



SUSTAINABLE STYLE

MARC ZAROFF AND METAWEAR ARE TURNING THE FASHION INDUSTRY GREEN

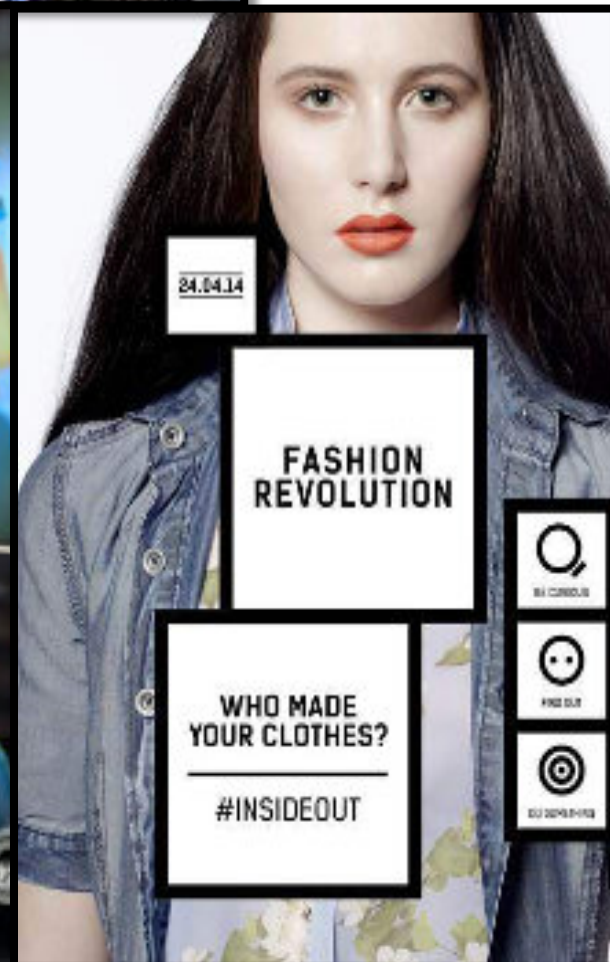
MetaWear is a sustainable fashion brand that is revolutionizing the industry. Marci Zaroff, founder of MetaWear, is a pioneer in the sustainable fashion movement. She has created a brand that is not only stylish but also environmentally friendly. MetaWear's commitment to sustainability is evident in every aspect of their production process, from sourcing organic cotton to using eco-friendly dyes. This dedication to green fashion has earned Marci and MetaWear a reputation as leaders in the industry, inspiring others to follow suit.



MetaWear is a sustainable fashion brand that is revolutionizing the industry. Marci Zaroff, founder of MetaWear, is a pioneer in the sustainable fashion movement. She has created a brand that is not only stylish but also environmentally friendly. MetaWear's commitment to sustainability is evident in every aspect of their production process, from sourcing organic cotton to using eco-friendly dyes. This dedication to green fashion has earned Marci and MetaWear a reputation as leaders in the industry, inspiring others to follow suit.



METAWEAR
fashion forward



#LIVEORGANIC



On the FARM



NO TOXIC SYNTHETIC PESTICIDES, fertilizers and GMOs are allowed in USDA Organic



Certified Organic Seed is **ALWAYS NON-GMO** and never treated with fungicides

ORGANIC FARMERS



are not exposed to toxic agricultural chemicals

In the FIELD



Organic cotton uses **71% LESS WATER + 62% LESS ENERGY** than conventional production



2/3 of the harvested organic cotton crop is used in **FOOD AND CATTLE FEED**



Organic WOOL comes from sheep who eat **100% organic feed** and roam outdoors

At the FACTORY



Around **20%** of **INDUSTRIAL WATER POLLUTION** in the world comes from the treatment and dyeing of textiles...



if they're certified to **GOTS** which prohibits **heavy metals, formaldehyde + aromatic solvents** during processing



In your BODY & On your SKIN



ORGANIC TEXTILES do not contain allergenic, carcinogenic or toxic chemicals



YOUR SKIN is the **largest organ** of your body

More than **80%** OF U.S. HOUSEHOLDS



buy organic food, textiles, and personal care products

#LIVEORGANIC



Week 5

Organic MYTH BUSTING Month

SEPTEMBER 27-30

Organic Beyond Food, celebrating the lesser-known silos of organic; sharing why organic fiber, home and personal care products are better for your skin and health, revealing the differences between organic and conventional textile production

[#OrganicFestival](#)
[#OrganicTrade](#) [OTA.com](#)

[f](#) [t](#) [in](#) [v](#) [y](#)

Fact



For your **health** and for the **planet:** Organically grown fibers are produced without toxic pesticides, synthetic fertilizers or genetic engineering.



[#OrganicFestival](#) [#OrganicTrade](#) [OTA.com](#)

Fact



Organic goes **beyond food!** Consumers are choosing **organic clothing, cleaning** and household products, and **flowers** as a way to avoid unnecessary exposure to toxic chemicals & pesticides.

[#OrganicFestival](#) [#OrganicTrade](#) [OTA.com](#)

Save THE DATE

 **Twitter Party**
Wednesday, September 30, 4pm ET

Organic fiber & textiles

5 lucky participants have the chance to win prizes from:



Make an impact by choosing **organic** beyond food!

Hosted by:
[@OrganicTrade](#) and [@MarcZaroff](#)



[#OrganicTrade](#) [#OrganicFestival](#) [OTA.com](#)



METAWEAR

fashion on forward

Fashion Forward

We're stronger together than apart.

Styling the world of change, changing the world of style...





WE'RE ORGANIC



Organic Valley Association

The organic industry will reach over \$100 billion by 2020, and will continue to grow rapidly. Organic products are becoming more and more available to consumers. Organic products are becoming more and more available to consumers.

Inside the **MILLENNIAL MIND**

THE RAPID RISE of a New Generation

AGES 13-36

Estimated Worth: **\$1.68 TRILLION**

Estimated Worth: **\$60,000**

Estimated Worth: **75.7 MILLION**



conventional to **CONSCIOUS**

THE RISE OF HEALTH & WELLNESS

THE RISE OF HEALTH & WELLNESS IS BEING DRIVEN BY A COMBINATION OF FACTORS, INCLUDING AN INCREASED FOCUS ON PREVENTATIVE CARE AND A SHIFT IN CONSUMER BEHAVIOR.

1. UNWANTED LIFESTYLE HABITS

- POOR DIET:** 1/3 of Americans do not eat enough fruits and vegetables.
- STRESS:** 45% of Americans experience stress on a daily basis.
- LACK OF EXERCISE:** 1/3 of Americans do not exercise regularly.
- POOR SLEEP:** 1/3 of Americans do not get enough sleep.
- SMOKING:** 1/3 of Americans smoke.
- ALCOHOL CONSUMPTION:** 1/3 of Americans consume alcohol.

2. CONSUMER BENEFITS

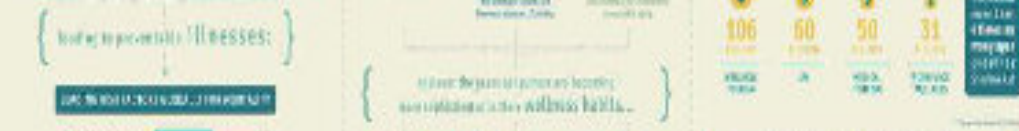
- HEALTHY EAT & GO:** A convenient, nutritious, and delicious meal.
- PHYSICAL ACTIVITY:** A fun and engaging way to stay active.
- NO WAITING:** A quick and easy way to get a massage.
- SLEEP:** A comfortable and relaxing way to get a good night's rest.
- WASH & GO:** A quick and easy way to get a facial.
- YOGA:** A fun and engaging way to stay active.

3. WELLNESS INDUSTRY REVENUE*

\$1.9 TRILLION GLOBAL MARKET

- 2014: 679 million
- 2015: 390 million
- 2016: 276 million
- 2017: 243 million
- 2018: 113 million

Revenue from 2014 to 2018: \$1.9 TRILLION



289 MILLION WELLNESS CONSUMERS

87% INCREASE SINCE 2004

97,000 HEALTH APPS

25% OF MEN USE HEALTH APPS

4 MILLION FREE & 300,000 PAID DOWNLOADS

60% OF GLOBAL DISEASES IN 2020 WILL BE PREVENTABLE CHRONIC DISEASES

51% by 2020

YOGA IS A \$6 BILLION industry with an 87% increase since 2004.

260 JOBS

\$1.6 TRILLION GLOBAL MARKET



Global Spa & Wellness Summit

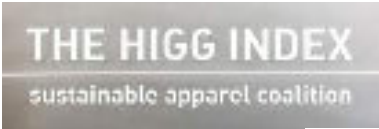
JOINING TOGETHER. SHAPING THE FUTURE.

CONSCIOUSNESS RATING

2014

2018

collaboration & innovation



LENZING FIBERS
USING NATURE'S
OWN FORMULA





MODAVANTI



rêve en vert



REFORMATION

bead & reel

AN ETHICAL BOUTIQUE



ZADY

BEYOND the LABELS



On Sale 8.14.18

amazon.com

BARNES & NOBLE
BOOKSELLERS

Inspiring tips and tricks for
how to live and shop in harmony
with nature without
sacrificing style or luxury.

MarciZaroff.com



Vision is the art of seeing things invisible

— Jonathan Swift



marci@marcizaroff.com
561.302.2010
@marcizaroff