


Sustainable Fashion Outlook

*how sustainability (em)powers
business success*



Marci Zaroff

Founder | **CEO** *ecofashionCORP*[®]

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Coined & trademarked "Ecofashion" 1995

Award-Winning Pioneer & Visionary

WWD ESG Leadership Award, NY Moves Power Woman Award,
Real Leaders Impact Award, Henry Crown Fellow of the Aspen Institute

SERIAL ENTREPRENEUR



UNDER
THE
CANOPY



BeyondBrands[®]

AUTHOR, EDUCATOR & INNOVATOR



ECO LIFESTYLE PIONEER



Make
Earth
Cool
Again

2025 WALL STREET
GREEN SUMMIT[™]
MARCH 18-19, 2025

ecofashionCORP[®]
BY MARCI ZAROFF
A GREENHOUSE OF BRANDS

An urgent call to transform the *textile industry*

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8 %
global Co2 **emissions**,
2nd largest **polluter** after oil
industry

25 %
world's insecticides used in
conventional **cotton**, polluting
air & waterways

70 %
social & environmental
impacts are at the fiber
& **material level**

73 %
clothing ends in **landfills**
or incinerated, 63% of
it is **plastic**

80 %
textile workforce is **female**,
exploitation and abuse is
commonplace



SDG GOAL #13
CLIMATE ACTION

SDG GOAL #6
**CLEAN WATER
& SANITATION**

SDG GOAL #9
**INDUSTRY INNOVATION &
INFRASTRUCTURE**

SDG GOAL #12
RESPONSIBLE PRODUCTION

SDG GOAL #8 & #10
**DECENT WORK & ECONOMIC
GROWTH & REDUCED
INEQUALITIES**

Consumers, corporates & gov't policy *are converging*

"If we get supply chains right, we win" ~ Tom Steyer

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23

%

50

%

87

%

77

%

annual growth rate of sustainable fashion

reduction goal in US greenhouse gas emissions by 2030

Gen Z/Millennials are demanding **transparency & climate action**

decrease of US investment into China from 2022 to 2023



BOOMING ETHICAL FASHION

Reaching **\$33B**, by 2030

2026 TEXTILE POLICY SHIFTS

NEXT GENS SEEK SUSTAINABILITY

DIVESTING FROM CHINA



ecology
 style
 purity
 soul
 earth
 strength
 comfort
 organic



Sustainable end-to-end apparel & home textile manufacturing



MISSION STATEMENT



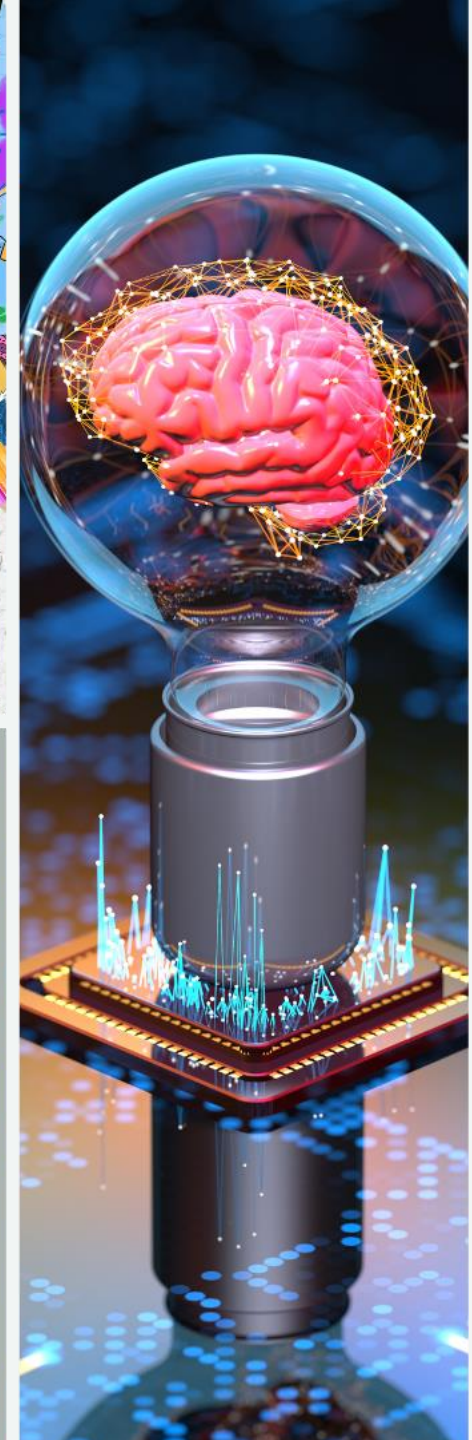
2025

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creativity
consciousness
connection
community
collaboration



*You never change
things by fighting the
existing reality.
To change something,
build a new model that
makes the existing
model obsolete.*

~ Buckminster Fuller



Life is Art


*transforming
pop culture*



creativity



consciousness

RESET
BY MARCI ZAROFF

“We cannot solve today’s problems with the same consciousness that created them.”

~ Albert Einstein

Material Change



1. Certified Organic Cotton
2. Organic In-Transition
3. Biodynamic/Demeter



Recycled Cotton



Bulk Threads



Banana
Transforms banana biowaste into biofiber



Regenerative Nylon
ECONYL®



Agraloop
Transforms left-over food crop in natural fiber



Carbon Net Zero Lyocell & ECOlyptus™



Certified Organic Hemp Blends



Repreve
High-quality, certified recycled fibers



Organic Linen Blends



RPET
Recycled Polyester



Pineapple Fiber

CLIMATE+ Strategy:
45% reduction in
carbon emissions
by 2030



Textile Exchange

Toxic Fibers:

- Polyester
- Rayon
- Acrylic
- Nylon
- Acetate

Toxic Chemicals:

- Flame Retardants
- Chlorine Bleach
- Heavy Metals: Lead/Chromium
- Volatile Org Chem (VOCs):
- Formaldehyde
- Polyfluorinated Substances (PFAs)
- Phthalates



Regenerate **E**cology, **S**ociety & **E**conomy w/ **T**extiles

Soil Health
Biodiversity &
Resilience



Climate-smart cotton
Security



Water
Reduction &
Retention



Improving Farmer
Livelihoods



ESG Tech
Traceability



No Toxic
Chemicals

Carbon
Mitigation &
Sequestration



2025

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HSN

TUNE IN 730am & 2pm EST 3/21



FARM TO HOME®

BY MARCI ZAROFF





connection

Turning waste into worth

FOOD > AGRICULTURAL WASTE

FIBER

APPAREL & ACCESSORIES

Upcycling & Recycling
endless resources

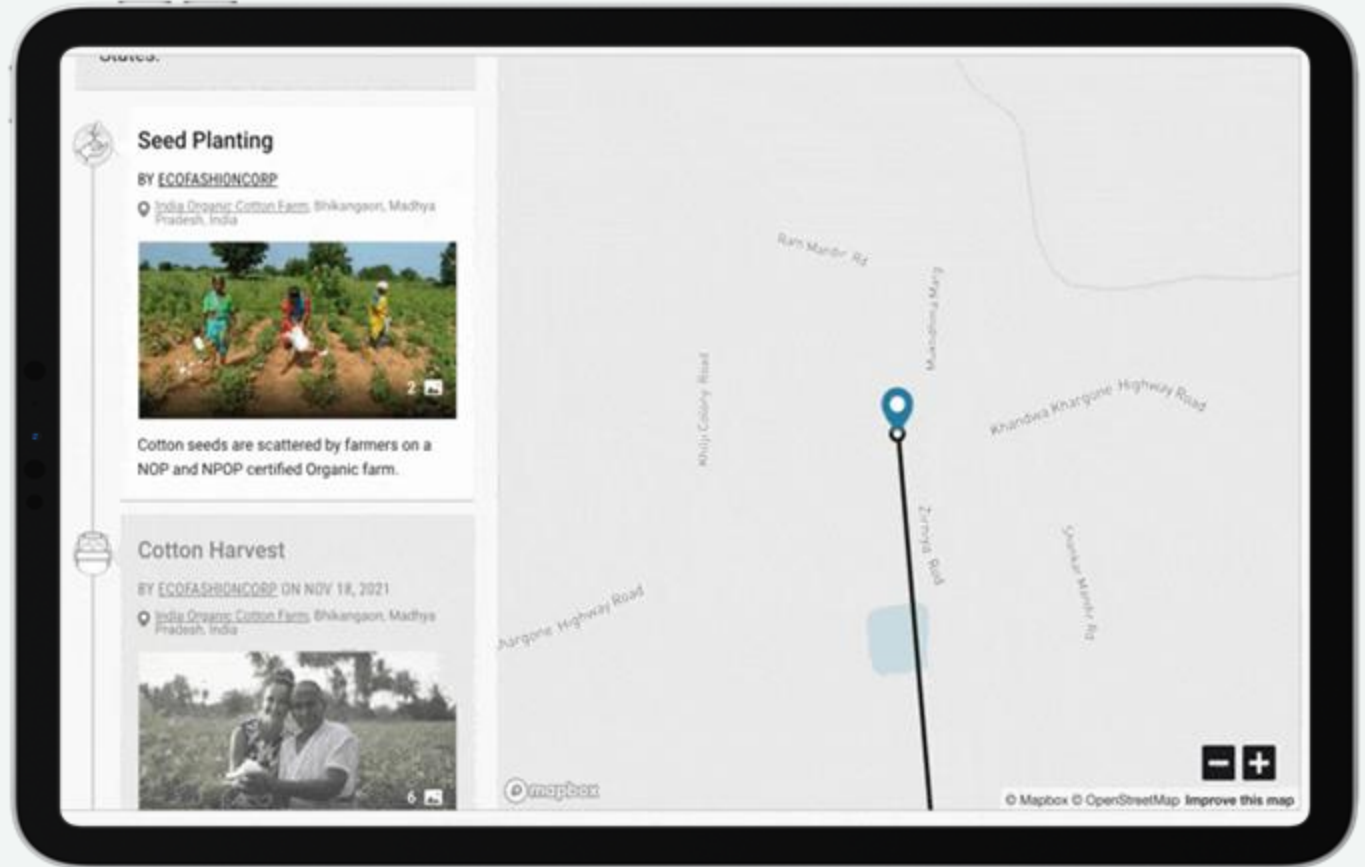




*greenwashing?
greenhushing?*

“Intel Inside”

source to story



community

Via regenerative practices, we can unlock **\$26 trillion** in financial value —**65M new green jobs** globally by 2030
The New Climate Economy

Regenerative agriculture has the power to **sequester more than 100% of annual CO2 emissions**
Rodale Institute



collaboration

1+1
=11



DAILYLOOK
ADORE ME

yes
and[®]
BY HILARY SWANK



The business case for sustainability

Win-win positive impact x measurable business success

1. Market differentiation & brand loyalty: *consumer demand; brand equity*

2. Cost savings thru efficiency: *resource optimization; circular economies*

3. Access to investment & capital: *sustainable finance; market performance*

4. Long-term resource strategy: *soil health, climate resilience*

5. Consumer health & trust: *transparency; health benefits*

6. Revenue growth thru innovation: *product development; new markets*


7. Proving profitability thru metrics: *reduced operational costs; increased market share; financial performance*



2025

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Thank you, _____
stay in touch!

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