"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

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

J. ORGANIC TOWELS

K. NIGHTSHIRT

L. COTTON HAND TOWEL
ONLY $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

Whole Foods

Business

Clothing will be part of Whole Foods’ lineup
organic cotton: over 45% + ave annual growth from 2007 to 2016

Global Retail Sales of Organic Fiber Products

Source: Organic Trade Association

Source: Textile Exchange
USA GOTS certified Entities

Source:
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
Key drivers of ECOfashion®

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

**On the Farm**
- USDA Organic
- 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 and 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...
- But not if they’re certified to GOTS which prohibits heavy metals, formaldehyde, and 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

Organic Trade Association | @OrganicTrade | OTA.com
Fashion Forward
We’re stronger together than apart.
Styling the world of change, changing the world of style...
collaboration & innovation
Inspiring tips and tricks for how to live and shop in harmony with nature without sacrificing style or luxury.

MarciZaroff.com