



ecofashionCORP®
BY MARCI ZAROFF
A GREENHOUSE OF BRANDS

ECOFASHION CORP



ECO*Fashion* **CORP** is an SPC (Social Purpose Corporation) founded in 2019 by ECOFashion pioneer, serial entrepreneur, thought leader, and author, Marci Zaroff with the vision to transform the fashion and textile industries through inspiration, education, innovation, and collaboration. By leading with modern design, high quality, and affordability, ECOFashion Corp is paving the way for this next frontier – connecting agriculture to popular culture to elevate the farmers and workers who grow and sew their garments.

Challenges

With an increased global focus on sustainability and transparency in the textile industry, ECOFashion sought evidence-backed traceability and environmental impact (ESG) metrics at the garment level. As one of the pioneers in the sustainable fashion industry, ECOFashion also wanted to educate consumers and brand partners on their sustainable supply chain efforts, but they ran into the following challenges:

- Scattered supply chain due to globally located suppliers
- Multiple systems making difficult to collect and collate data
- Non-uniform and long-tail data collection resulted in an opaque supply chain
- Siloed and incomplete data across multiple locations
- An offline, complex, and non-digital process that relied on spreadsheets to manage a wide range of raw material data
- Unclear path for capturing environmental impact metrics at the garment level
- Non-defined storytelling of the product lifecycle journey and its environmental impact



Solution

The ECOFashion team needed a more sophisticated method to capture ESG data from different supplier facilities as well as a platform to evaluate and improve its data coverage and quality. The Credible ESG platform offered an end-to-end ESG advisory and a digital platform to measure, manage and report ESG data for ECOFashion that helped them to:



- Utilize blockchain-enabled traceability and supply chain data mapping.
- Capture and collect traceable, auditable, and consistent ESG data and documents in one secure platform.
- Use pre-defined datasets and workflows to track and respond to multiple ESG reporting frameworks.
- Streamline reporting through workflow automation, role assignments, and status monitoring.
- Establish environmental impact targets per manufacturing unit of each supplier
- Generate on-garment QR codes through the Credible platform to educate consumers on each garment's origin and sustainability footprint.

Results

With the Credible ESG reporting platform, ECOFashion achieved garment-level traceability with sustainable manufacturing across the entire supply chain process. This is helping them get deeper visibility into the supply chain and quantify the impact of each of their suppliers, allowing ECOFashion to make informed decisions that will ultimately improve the sustainability footprint of their products. This also helped create a consumer-centric storyline that shows a “Seed to Shelf” journey of their product lifecycle.

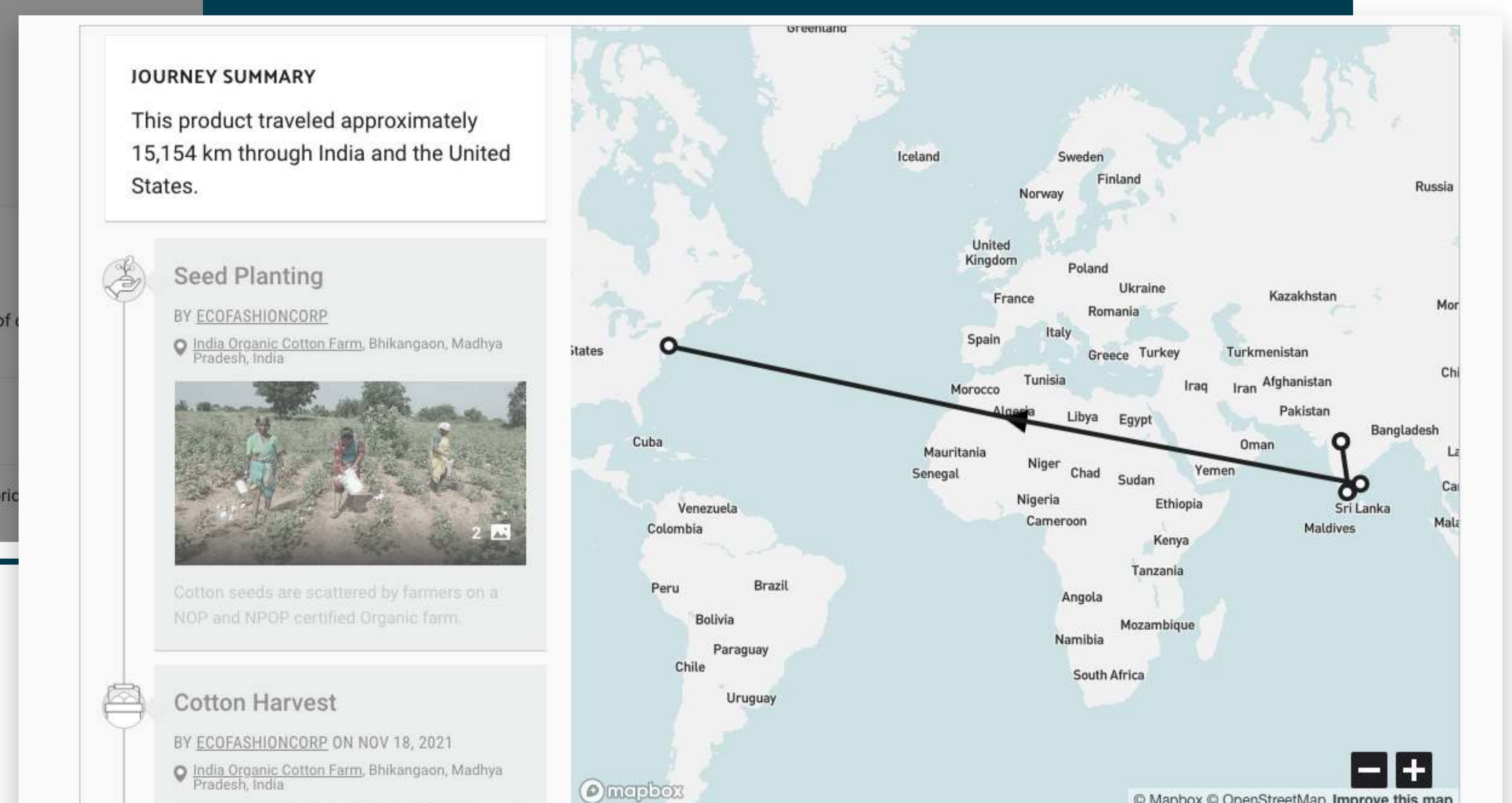
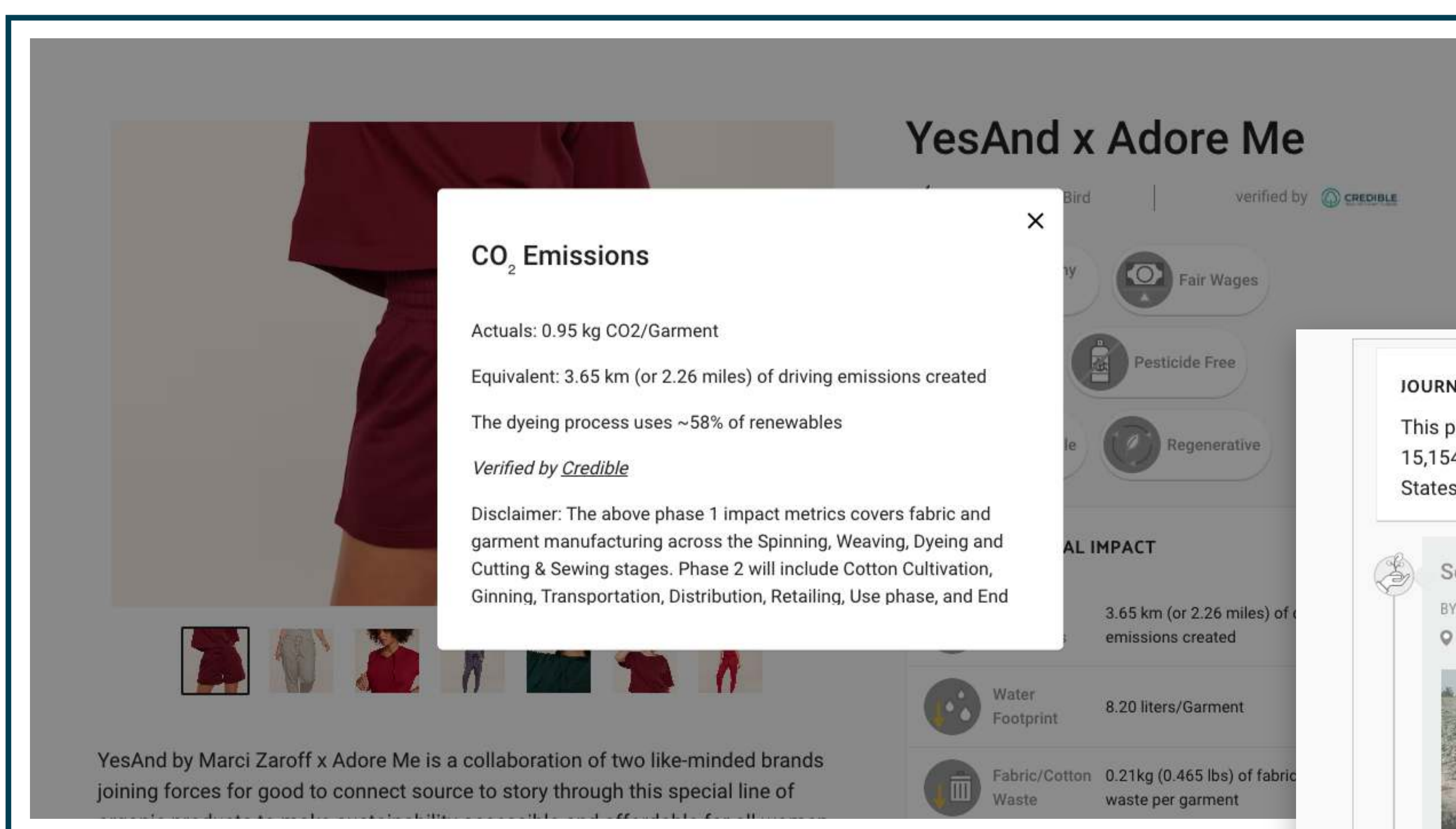
ECOFashion managed to achieve the following with the help of the Credible ESG Platform:

01. Improved Brand Reputation: By publicly disclosing its material level traceability and ESG performance ECOFashion demonstrated its commitment to sustainability and social responsibility. This helped to enhance its reputation and appeal to consumers, investors, and other stakeholders.

02. Improved Risk Management: By identifying and addressing ESG risks and opportunities earlier than before, ECOFashion managed to mitigate its long-term risks and improve its overall operational stability.

03. Increased Operational Efficiency: With more focus on sustainability and ESG, ECOFashion tracked and improved its operational efficiency and reduce its costs across the entire supply chain.

04. Enhanced Credibility: ESG reporting helped ECOFashion to build credibility and trust with stakeholders by providing a transparent and objective assessment of the product journey and its sustainability impact.



MARCI ZAROFF – FOUNDER & CEO, ECOFASHION CORP

“ Credible and the team at Infinichains have helped digitize our supply chain from farm to finished product, another step forward in my pioneering efforts at ECOFashion Corp to engage consumers using innovative storytelling tools. Leveraging the intersection of regenerative and circular textiles with unparalleled technology, we are thrilled to be co-creating this next chapter of supply chain transparency. ”