

Ecoist Is Building An Online Destination Community For Conscious Style, Eco-Friendly & Zero Waste Goods

Topanga, Jun 5, 2020 ([Issuewire.com](https://www.issuewire.com)) - Ecoist (<https://ecoist.world>), a new online startup brand, is now working to become the leading eco-friendly shopping destination for conscious, green-minded consumers who wish to live a “cleaner, more beautiful and ecologically elevated lifestyle.”

More people than ever are aware that eco-friendliness is more than just terminology that explains the inclusion of certain materials. At its core, it's an approach to life, work and the production of goods that upholds the highest standards of care for the harmony, balance and well-being of the Earth and all its inhabitants.

Beauty is another highly valued quality coveted by today's eco-aware consumer who imagines and expects these items to embody the pristine, nurturing essence of Nature herself, a type of luxury that goes beyond basic material purpose by satisfying our values and our need to care for all of life. Owning such products feels undeniably good to the mind, body and spirit.

So far, discerning individuals who want only the best and most authentic green merchandise, have had to conduct their own searches across numerous different sources.

While the general consumer realizes that Amazon is where we turn for all things related to general shopping, great prices and convenience, and Etsy is where people go for charming and handmade wares, what has remained missing is a single go-to destination site for eco-friendly, zero-waste products.

Now Ecoist.World is working to fill this current void in the eCommerce landscape by becoming a centralized, mindfully-vetted marketplace for true environmentally friendly merchandise.

Founder, Sue Choi, started her brand's mission back in 2018 when she realized that only 5% of our throwaway waste ends up being recycled. The rest is carelessly discarded into the land and waterways. After countless hours of research, she discovered a vast wealth of companies, makers, and artisans at the forefront of the sustainability movement who share her concerns and vision for a plastic-free and zero-waste future. She then made it her mission to bring them together as a supportive hub and community, all in one place.

As a conscious lifestyle-oriented site, Ecoist.World embraces the ideals of the new regenerative culture, marrying style and function in ways that are harmonious with the Earth. The site curates exclusive merchandise created by makers who have considered the entire lifecycle of their products, leaving *positive* imprints on the environment. Visitors can expect to find unique, beautifully crafted earth and ocean-friendly items that are plastic-free, and GOTS certified organic.

With a strong conviction in design with a purpose, Ecoist.World's line of elegant products proves that sustainability can be chic.

Visitors can expect to find amazing eco-chic finds that they will be sure to cherish for many years to come. Examples include Belgian linen made by flax farmers, spinners and finishers, leaving behind the smallest ecological footprint, upcycled denim in the form of a stylish handbag that supports a better livelihood for women in India and porcelain bowls handcrafted by artisans in Thailand.

Ecoist.World is continuously working to expand upon its existing selection. Sue hopes to partner with a greater number of tastemakers and innovators to include an even wider variety of products and new essentials, while bringing together an ever-growing community of businesses and consumers to connect and support one another, creating a better, brighter and cleaner future.

Visitors can now shop for good and make a difference during today's pandemic. Ecoist.World currently supports the World Health Organization's donating a percentage of sale proceeds to the Covid-19 Solidarity Response Fund which provides urgent care to the millions who are in dire need of immediate medical resources.

Media Contact

Ecoist

sue@ecoist.world

(213) 422-8283

322 S Topanga Canyon BlvdTopanga, CA 90290

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