

# NEW WORLD GUARDIANS STORE - Ethical Shopping

*Vegan Marketplace Launches with a Mission for Sustainable Fashion & Global Aid Projects*

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/EINPresswire.com/ -- More Than Fashion: A Focus on Aid Projects

What sets [NEW WORLD GUARDIANS](#) apart is its deeply rooted commitment to social impact: with every purchase, six carefully selected [global aid projects](#) are currently supported – with a focus on underrepresented initiatives and long-term sustainability.

Founder Anja Grundböck explains: “Our goal is to create an economic model that encourages conscious consumption while actively taking responsibility. We want to show that fashion can do more than just look good.



## Curated Fashion Offering & Exclusive Collection

The vegan marketplace features selected sustainable brands as well as its own New World Guardians collection. A recent highlight is a [limited artistic capsule collection](#) co-designed and launched in collaboration with Munich-based multidisciplinary artist ad.inf. It fuses visual art with high-quality streetwear made from 100% certified organic cotton – consistently vegan and fairly produced.

## Innovative Customer Loyalty: Digital Tokens & Metaverse Experiences

As the first company in the plant-based non-food space, NEW WORLD GUARDIANS integrates an innovative customer loyalty program based on digital tokens (NFTs). These unique digital artworks grant exclusive access to discounts, limited content, and true digital ownership. A dedicated Metaverse Gallery strengthens the connection between sustainable fashion and cutting-edge technology – creating new and inspiring touchpoints for conscious consumers and a future-oriented community.

#### Relevance for Retail and Industry

For retailers, the marketplace offers a focused audience that not only values sustainability but also actively seeks vegan and ethical products. Sustainable businesses find a targeted platform here to position themselves in a value-driven environment focused on transparency, design excellence, and social impact.

NEW WORLD GUARDIANS positions itself as a pioneer in a growing niche within the plant-based economy – with a clear vision, technological innovation, and a genuine commitment to social transformation.

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Anja Grundboeck founder and CEO of NEW WORLD GUARDIANS



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