

# EVOKE Phygital Marketplace Officially Launches, Introducing a New Era of Purpose-Driven Shopping

*EVOKE Marketplace blends luxury with purpose—shop ethically, earn Gratitude Tokens, and make a positive impact with every purchase.*

BEVERLY HILLS CALIFORNIA, CA,  
UNITED STATES, November 13, 2025  
/EINPresswire.com/ -- Today, EVOKE  
Phygital Marketplace officially opens to  
the world, offering a new kind of  
shopping experience where luxury and  
purpose coexist, and every purchase  
helps uplift a community in need.

EVOKE isn't just another marketplace.  
It's a global movement built on a  
simple belief: what we buy should also  
do good.

The platform blends physical and  
digital commerce ("phygital") to  
connect conscious consumers, ethical brands, and global impact organizations through a shared  
ecosystem powered by Gratitude Tokens (EGT). Every item purchased on EVOKE automatically  
generates tokens and charitable impact, ensuring that commerce becomes a channel for  
contribution—not just consumption.

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Luxury means nothing  
without humanity—EVOKE  
lets every purchase create  
positive impact worldwide.”

*Craig Shah*

“EVOKE was created to remind the world that luxury  
means nothing without humanity,” says Craig Shah,  
Founder & Visionary behind EVOKE. “We are here to prove  
that elegance, business, generosity, and community can  
thrive together.”



EVOKE partners with brands that care - designers, artisans, creators, and vision-driven companies from around the world that are already making a difference. Jewelry that funds education. Fashion that supports women entrepreneurs. Home goods that help sustain families and communities.

Every vendor is vetted not only for quality, but for their commitment to ethical practices and social impact.

When you shop on EVOKE:

- A portion of every purchase supports an impact initiative
- Every buyer earns EGT Gratitude Tokens, unlocking future rewards and shared-value benefits
- Buyers can choose the charity or cause their purchase supports
- Brands join a community where their work has amplified meaning

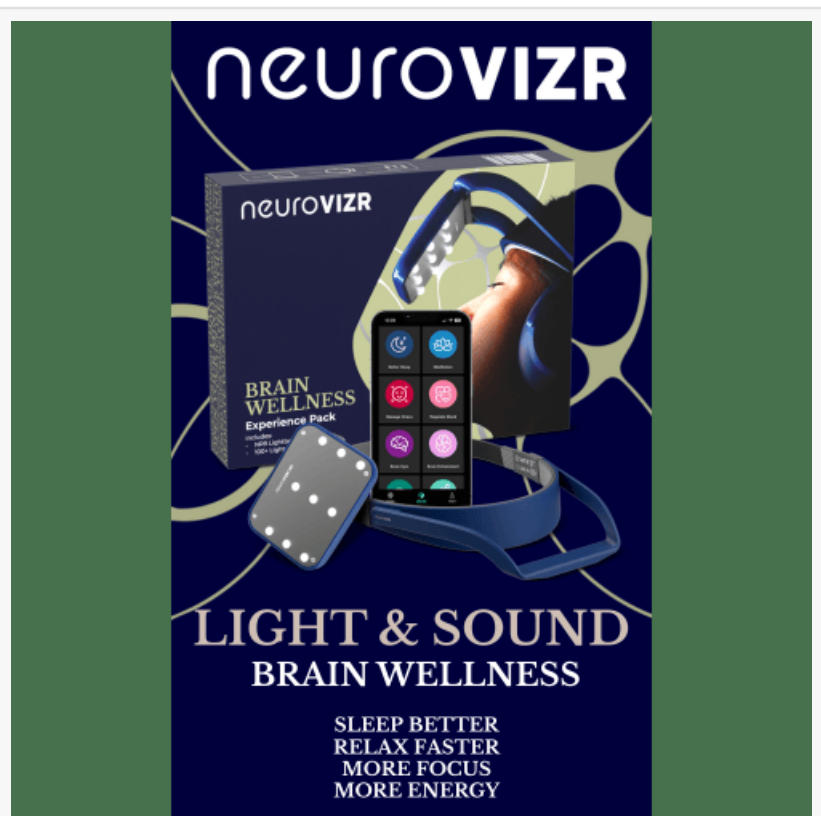
This is luxury with intention.  
This is commerce with compassion.  
This is wealth that circulates, not accumulates.

A Growing Circle of Impact

Organizations currently supported through EVOKE work in education, clean water access, hunger relief, entrepreneurship development, and community empowerment.

This is not a marketplace with a cause...  
It is a cause-powered marketplace.

More Than Shopping: It's Participation



All new members automatically receive Gratitude Tokens upon creating an account—an invitation to take part in a global economy rooted in appreciation rather than extraction.

Shoppers can:

- Browse curated collections from purposeful brands
- Earn and redeem EGT Tokens
- Share their personal invite link to expand the circle of giving
- Become part of a movement redefining wealth, value, and connection

Brands can:

- Apply to join the marketplace
- Access a supportive vendor community
- Align with like-minded organizations and mission-driven buyers
- Scale their impact alongside their business

An Open Invitation

[EVOKE Marketplace](http://www.EvokeMarketplace.com) is now live at: [www.EvokeMarketplace.com](http://www.EvokeMarketplace.com)

To Conscious Shoppers:

Welcome. Explore. Discover meaningful luxury. Let your everyday purchases change the world. Register today and receive 3X EGT (EVOKE Gratitude Tokens as a sign up bonus)

At Signup use EGT code EVOKE1111

To Passionate Creators, Designers, and Brands:

If your work carries purpose, your place is here.

Apply to become a vendor inside the marketplace ecosystem.

<https://evokemedia.io/vendors>

About EVOKE

EVOKE is a purpose-driven phygital marketplace bridging commerce and compassion. Built on the belief that every purchase can become a force for good, EVOKE partners with ethical brands and global charities to circulate wealth, uplift lives, and spark meaningful change. Through its Gratitude Token rewards system, EVOKE empowers everyday consumers to create impact with every choice they make.

How to reach us:

Partnerships: [admissions@evokemedia.io](mailto:admissions@evokemedia.io)

Customer support: support@evokemedia.io

Public Relations: info@evokemedia.io

EVOKE Gratitude Tokens info and disclaimer:

<https://www.evokemarketplace.com/GratitudeToken/>

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