

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

NEW WORLD GUARDIANS is a vegan, sustainable online marketplace from Austria, offering curated fashion & lifestyle products. Every purchase supports global aid projects for social justice, animal welfare & education. A movement for conscious change.



Lower Austria, Austria Apr 7, 2025 ([Issuewire.com](https://www.issuewire.com)) - A new vegan online marketplace from Austria is energizing the plant-based non-food economy: 100% vegan, cruelty-free, and fair, with a focus on impact, innovation, and ethical consumption.

With [NEW WORLD GUARDIANS](#), a new consistently sustainable marketplace goes live, merging fashion, consciousness, and impact. The platform exclusively offers vegan, cruelty-free, and ethically produced clothing from selected brands – curated for a growing community of conscious consumers across Europe and beyond.

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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