

# NRK · Clean Industry

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## NRK

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**Country:** Guatemala · Ciudad de Guatemala **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 3 **Website:** —

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## Elevator Pitch

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A conscious design brand that redefines fashion by creating unique and groundbreaking pieces in harmony with the environment, while honoring the hands that craft them. We create pieces with a strong commitment to personal expression and the environment.

## Climate Problem

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Selecting the right raw materials, the production process, and waste management are key factors that we at NRK take very seriously—factors that the fashion industry generally overlooks and that contribute to major environmental problems.

## Solution

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We carefully select the raw materials we use, reuse and properly dispose of production waste, every detail of the packaging is designed to be biodegradable, and the final product is well-finished to ensure it lasts.

## Revenue Model

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Through online sales and in-person pop-up events. New capsule collections will be launched every three months to promote the clothing and keep inventory levels low, as the concept is based on slow fashion.

## Target Market

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People who seek to express themselves through clothing, who shop mindfully, and who dare to dress differently. They are from a high socioeconomic background and invest in fashion that reflects their personal style and values.

## Social Impact

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Women

## Demand Evidence

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Because people want to buy better products that contribute to their well-being—both physical and emotional. There is a demand for products that have a deeper meaning and make them feel like they are part of something important, part of the change.

## Competitors

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Currently, I have one competitor in the same industry, targeting the same market, but they do not produce or design in the same way. There are three others that focus on sustainable fashion but use different techniques and design approaches, targeting a different market and operating in a different industry.

## Founder Expertise

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My experience is valuable because there is no other conscious design initiative like NRK in my country. I built the project from the ground up in a country with little knowledge of sustainability, and I have managed to raise awareness of the issues through creative solutions.

## External Support

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I received support from Guatemala Fashion Week in 2023 after winning the award for best proposal at my university, which gave me the opportunity to showcase my work on their platform. I also participated in an entrepreneurship program through Bridge For Billions. (No financial support)

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