

news +++ Neonyt Lab
24 to 26 June 2022

NEONYT

Award for sustainability: Michael Spitzbarth from Bleed is Designer of the Year 2022

Together with the VDMD – Network of German Fashion and Textile Designers – Messe Frankfurt will award the Designer of the Year for sustainable collections at Neonyt Lab. On Saturday, 25 June 2022, at 3 p.m., the Sustainability Award will be presented to Michael Spitzbarth, Founder & CEO of Bleed, at Union Halle in Frankfurt's East end district.

Frankfurt am Main, 08.06.2022. Since 2018, the award has been presented by the VDMD to designers who have dedicated their designs and collections to the increasingly important topic of sustainability, use sustainable materials and produce responsibly. This means that the companies must be managed in a holistically sustainable manner, this also includes their supply chains, for example. Previous award-winning designers are Sophia Schneider-Esleben, Anke Frese-Brammer and Laura Krettek. This year's award winner, Michael Spitzbarth, founded his outdoor and streetwear label Bleed in 2008 – his aspiration: to inspire a sustainable lifestyle that is fun and easy to integrate into daily life. After his studies in textile design, he worked for several years as a freelancer for different clothing companies. During this time he gained deep insights into the conventional textile industry and decided to change something. “Nature had bled enough and it had to stop,” says Michael Spitzbarth, Founder & CEO of Bleed. “And just like that, not only the name but also the brand were born.”



Michael Spitzbarth, Founder & CEO, Bleed

Save the Date: Award ceremony during the Neonyt Lab.

The award ceremony will take place on Saturday, 25 June 2022, at the Union Halle in Frankfurt am Main on the Fashionsustain stage during Neonyt Lab. The award will be presented jointly by Olaf Schmidt, Vice President Textiles & Textile Technologies of Messe Frankfurt, and René Lang, President of VDMD. “We are delighted that the Sustainability Award presented by VDMD is again going to such an outstanding designer this year,” says Olaf Schmidt. “Bleed has been exhibiting at the Neonyt Trade Show for a number of years, and we have a long-standing friendship. Michael Spitzbarth and his team operate in a climate-neutral way, produce 'toxic free' fashion collections and have managed to win people for the green wave for more than a decade without appointing any fingers.” Lisi Maier, appointed member of the German Federal Government's Council for Sustainable Development and Director of the Federal Foundation for Gender Equality, will give a laudatory speech at the award ceremony.

Lisi Maier and Michael Spitzbarth will both be available for interviews afterwards. Interested media representatives should register at neonyt.com/accreditation and contact the VDMD in advance at info@vdmd.de

Frankfurt Fashion Week – shows sustainable Fashion, Design & Art

In the week from 20 to 26 June 2022, the city of Frankfurt am Main will be dominated by sustainable fashion, design & art. Numerous events will take place throughout the city under the umbrella brand Frankfurt Fashion Week. Exhibitions, fashion shows, talks, presentations and open studios invite all interested citizens to explore and experience fashion and all topics related to sustainable design. Frankfurt Fashion Week thus also offers a marketing platform for the regional fashion and design scene as well as the cultural and creative industries. Parallel to Frankfurt Fashion Week, Messe Frankfurt is organising the Neonyt Lab from 24 to 26 June 2022 in the Union Halle, which is aimed at consumers and fashion professionals interested in sustainability. In addition, from 21 to 24 June 2022, Messe Frankfurt will be bringing together the globally oriented B2B events Techtexil, Texprocess and Heimtextil Summer Special, which will highlight themes of particular relevance to the international fashion and living sector. Frankfurt Fashion Week is a multi-layered, easily accessible and cross-generational offer of the city of Frankfurt am Main.

The Neonyt Lab will take place from 24 to 26 June 2022 at Union Halle in Frankfurt am Main.

Visitor ticket:

neonyt.com/ticket

Press accreditation:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021