

– Press Release –

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Bellroy at Zeitgeist by ISPO

The Australian carry brand proves their place at the forefront of carry.

Bellroy is the design-obsessed Australian carry brand changing the way we move through the world. Since 2010, Bellroy has solved some of the most common problems, such as fat wallets and flimsy bags, through meticulous production, ensuring timeless and enduring products that adapt to every need. With Certified B-Corp status, purpose-driven business practices and sustainable material development, Bellroy continues to show the world what “better” looks like.

Following a successful debut last year, Zeitgeist by ISPO returns to showcase international trendsetters and pioneers in contemporary outdoor and sports fashion.

“We are thrilled to be a part of this innovative platform where the confluence of fashion, function and responsibility defines the next chapter in carry solutions,” says Bellroy’s Retail Experience Lead, Christian Robinson.

The brand’s presence in the Zeitgeist by ISPO area represents more than just a brand showcase – it’s a testament to how they are actively shaping the future of carry. By blending innovative design with sustainable practices and universal functionality, Bellroy creates products that speak to the evolving needs of contemporary consumers.

In an era where people increasingly reject the artificial boundaries between work, play, and adventure, Bellroy stands at the forefront of this cultural shift.

“It is great to see just how deeply our approach resonates with today’s conscious consumers who demand products that adapt to their multi-faceted lifestyles rather than dictate how someone should live and move,” explains Robinson.

Visit Bellroy at Hall B1 - Stand #402