

ELECTION MISTER SPORTSWEAR EUROPE

21-22-23 JUNE 2024
BRUSSELS



www.unitedsportswear.eu

United Sportswear Europe and Gear Federation

We are a vibrant LGBTQIA+ fetish association dedicated to sneakers and sportswear fans across various countries. Our association operates with no profit motive, focusing instead on fostering community engagement, organizing events, and representing our members within the wider fetish community, including at events like Prides.

Following the success of our inaugural event hosted by the Amsterdam Sportswear Weekend in 2022, we are excited to announce that Brussels will be the host city **for the election of Mr Sportswear Europe 2024/2025**, scheduled for 21-23 June.

This biennial event, which travels to different cities on each edition, is now proudly supported by USE, in collaboration with local partners.

The contest will take place on Saturday afternoon on an outdoor podium in the middle of the street where most community bars are located, in the heart of Brussels, just a stone's throw away from the iconic Grand-Place.

It will be part of a large street party organized by Brussels Rainbow Village for the Music Day Celebration, which marks the summer solstice.

It seems like USE (United Sportswear Europe) is making significant strides in uniting and promoting inclusivity within the LGBTQIA+ sportswear community across Europe. With its goals focused on unity, visibility, knowledge sharing, and organizing events, USE appears to be fostering a supportive environment for both individuals and associations.

The involvement of various countries and associations, such as those from France, Belgium, Switzerland, and the Netherlands, demonstrates a growing network of support and collaboration within the sportswear community.

It's great to see USE utilizing digital platforms like Facebook, Instagram, and their website to connect with a broader audience and spread awareness about their mission and activities. These platforms provide a space for individuals and organizations to engage, share resources, and stay updated on upcoming events and initiatives.

Overall, USE's efforts reflect a commitment to creating a more inclusive and supportive environment within the sportswear community, and it's exciting to see the positive impact they're making across Europe. Find us on digital :

<https://www.facebook.com/UnitedSportswear.eu>

<https://www.instagram.com/unitedsportswear.eu>

www.unitedsportswear.eu





DARKLANDS GLOWS

Two leading sports fetish brands join forces
at Darklands in 2025, culminating in a massive
sports playroom area and extensive dedicated program.

SNKRFETSH
POWERED BY MR. RIEGILLIO

AASSOXX

2025 - 15 YEARS OF DARKLANDS
darklands.com



darklandsfest

Mr Sportswear Europe 2022-2023



Two years as Mister Sportswear Europe are now behind me.

I give up the title with a crying, but also with a happy eye. It was a wonderful time with many great experiences and many new and great people that I got to meet. I have visited many new places and I hope I have represented the title, the fetish and our community well. You certainly can't always do everything right and please everyone.

But everyone should also consider that we always want recognition and respect. Especially at the CSD, we take to the streets and demonstrate. Unfortunately, I have also found out myself that this tolerance that we want from our own ranks is not always given.

Therefore, I think everyone should just think about whether we are not just a little friendlier to our fellow human beings.

Together instead of against each other.

Martin



THE CUCKOO'S NEST



Nieuwezijds Kolk 6 • Amsterdam
www.cuckoosnest.nl





THU 28/11 - SUN 1/12

THE NETHERLANDS

AMSTERDAMSPORTSWEARWEEKEND.COM



Social Warmup Le Belgica

Friday 21.06.24 - 19h00

Come to share a first drink at **Le Belgica**. U will never forget the unique decor of this social bar once you've been there. A great place for an unique moment with all the sportswear fellows.

Doors opening at 19:00 . Free entrance

Le Belgica - Rue du Marché au Charbon 32 - 1000 Bruxelles

Sneax in the Jungle

Friday 21.06.24 - 22h00

The collaboration between **#BESneax**, **USE**, and **Jungle BAR** to host "**Sneax in the Jungle**" in Brussels sounds like an exciting event for the sneakers and sportswear community. By bringing together these different entities, the event aims to create a vibrant and inclusive space for enthusiasts to connect and celebrate their passion for sportswear.

The emphasis on a **strict sportswear dress code** adds to the unique atmosphere of the event, ensuring that attendees fully immerse themselves in the culture and aesthetics of the community. The inclusion of **multiple floors and a play area** provides opportunities for socializing, dancing, and play !

Guarded cloakroom and unlimited access to toilets included.

Doors opening at 22:00 . Entrance fee of 25€

Presale at 20 € available on www.unitedsportswear.eu

Combi ticket with Sunday Brunch and free drink also available on presale

Jungle Bar - Rue des Pierres 52 - 1000 Bruxelles





Jungle Bar

Rue des Pierres 52
1000 Bruxelles

www.junglebar.be



Our association was founded on March, 7th 2020. Our goal is to allow fetish guys to meet during fetish thematic evenings. Our events are mainly based on the social aspect, with respect for everyone.

If affinities are created, spaces have been set up to give participants the opportunity to go a little further in the meeting.

We are not a cruising bar. In addition, compliance with the evening dress code is imperative (except for discovery evenings).

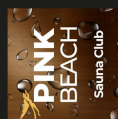
AGENDA 2024

REGULAR EVENTS

FULL FETISH - SHAKE YOUR BODY	03.02.2024
RUBBER & NEOPREN	17.02.2024
SPORTS & SNEAX SWAP YOUR SNEAX	09.03.2024
FULL FETISH @ BUNKER	23.03.2024
WORKERS	06.04.2024
PUPS & HANDLERS	20.04.2024
DISCOVER - GEAR MARKET	04.05.2024
LEATHER & MX BIKERS	18.05.2024
UNIFORMS & SKINHEADS	01.06.2024
FULL FETISH @ BUNKER	22.06.2024
BARBECUE IN FOREST	06.07.2024
FULL FETISH - SHAKE YOUR BODY	07.09.2024
SPORTS & SNEAX SWAP YOUR SNEAX	28.09.2024
LEATHER & MX BIKERS	05.10.2024
WORKERS	19.10.2024
PUPS & HANDLERS	02.11.2024
FULL FETISH @ BUNKER	23.11.2024

SPECIAL EVENTS

SUNDAY FETISH	11.08.2024
FETISH RIDE	14.07.2024
ASSEMBLÉE GÉNÉRALE	14.12.2024





FOR SNEAKERS & SPORTSWEAR LOVERS

08.06.24 SOCIAL MEETING BRUSSELS
15.06.24 PRIDE LILLE (FR)

**21/22/23.06.24 MR SPORTSWEAR EUROPE
ELECTION BRUSSELS**

19/20/21.07.24 BESNEAX @KÖLN PRIDE (DE)
10.08.24 PRIDE ANTWERPEN
24.08.24 PRIDE LIEGE

06.09.24 SOCIAL MEETING LIEGE - MOUSTACHE

14.09.24 BESNEAX @FOLSOM EUROPE (DE)

21.09.24 SNEAX IN THE JUNGLE

05.10.24 BESNEAX @ BEAR PRIDE BELGIUM

19.10.24 SOCIAL MEETING LILLE (FR)

AND OBSESSION FETISH WEEK

15/16/17.11.24 BESNEAX @MR SPORTSWEAR UK
MANCHESTER (UK)

23.11.24 SOCIAL MEETING KORTRIJK - THE CRISCO

30.11.24 BESNEAX @ MR SPORTSWEAR NL

AMSTERDAM SPORTSWEAR WEEKEND (NL)

14.12.24 SOCIAL MEETING BRUSSELS

14.12.24 SNEAX IN THE JUNGLE

04.01.25 SOCIAL MEETING BRUSSELS

**FEBRUARY 2025 :
ELECTION
MR SNEAKERS BELGIUM**

 www.instagram.com/besneax

 www.facebook.com/besneax

CHECK OUR SOCIAL NETWORKS

WWW.BESNEAX.BE

BESNEAX IS MEMBER OF UNITED SPORTSWEAR AND GEAR FEDERATION



A man with a short haircut and multiple piercings is lying on a tiled floor in a bathroom. He is wearing a black collar with the word 'SNKRETS' in white, and a brown leather harness with metal buckles and rings. He is holding a white sneaker to his face, with the sole of the shoe visible. He has several rings on his fingers. In the background, a white urinal is visible. The overall lighting is dim and moody.

SNKRETS

POWERED BY MR.RIEGILLIO

SNEAX WEEKEND

15-17 NOVEMBER 2024



THE UK'S SNEAKER & SPORTSWEAR WEEKEND
WWW.SNEAXWEEKEND.COM



The Mister Sportswear Europe contest seems to be an important platform for promoting the values of the LGBTQIA+ sportswear community both locally and internationally. The focus on finding a representative who embodies and defends the concept of sportswear in the LGBTQIA+ fetish scene reflects a commitment to authenticity and advocacy within the community.

The involvement of Mister Sportswear Europe in various events, including Folsom Europe, Darklands, and national elections in partner countries, underscores their role as an ambassador for the community on both local and global stages. The interview process with the jury prior to the public show ensures that candidates are evaluated not only on their physical presence but also on their understanding and commitment to the values and goals of the community.

The inclusion of a public interview or speech as well as a performance or show during the contest emphasizes the importance of charisma, communication skills, and engagement with the audience. The voting system, which combines the opinions of both the jury and the public, ensures a fair and balanced selection process.

Overall, Mister Sportswear Europe holds a significant responsibility to represent and promote the positive aspects of the LGBTQIA+ sportswear community, including inclusivity, respect, and positivity.

Street Fair

Rue Marché au Charbon

Saturday 22.06.24 from 14h00

With Rue du Marché au Charbon as the backdrop, attendees can immerse themselves in the vibrant atmosphere of the city. The open-air setting provides a relaxed environment to mingle, socialize, and connect with others who share their enthusiasm for sportswear and LGBTQIA+ culture. Whether it's enjoying music performances, or simply soaking up the sun and ambiance, there's something for everyone to enjoy at this fair.

Street opening at 14:00 . Free entrance

Rue du Marché au Charbon 32 > 44 - 1000 Bruxelles

Election

Mr Sportswear Europe

Saturday 22.06.24 from 16h00

Attending the Election of Mr. Sportswear Europe 2023-2024 promises to be an exciting and memorable experience! With a lineup that includes stunning shows, drag performances, live singers, and more, it's bound to be a night filled with entertainment and celebration.

Being part of the audience allows you to witness the incredible talents and charisma of the contestants as they showcase their passion for sportswear and their dedication to the LGBTQIA+ community. From the electrifying energy of the performances to the heartwarming moments of solidarity and camaraderie, every aspect of the event is sure to leave a lasting impression.

As you watch the show unfold and immerse yourself in the festivities, you'll have the opportunity to support the contestants and make your choice for the next Mister Sportswear Europe. With each contestant bringing their unique personality and style to the stage, the decision may not be easy, but it's undoubtedly an important part of the evening.

So, come join in the excitement, cheer on your favorites, and be part of the unforgettable experience of crowning the new Mister Sportswear Europe. It's a night you won't want to miss!

Discover all the candidate on www.unitedsportswear.eu and on instagram

Public vote available only for people on the street !

Street opening at 14:00 . Free entrance

Rue du Marché au Charbon 32 > 44 - 1000 Bruxelles



MEN'S UNDERWEAR CUSTOM MADE IN BRUSSELS
+32 485 45 48 68

BEARMEUP.BE



THE WEB



Sint Jacobsstraat 6 • Amsterdam • 020 623 6758
www.thewebamsterdam.com

29/06/2024
LE BELGICA - 20H
BRUSSELS

DRAGS & PUPS IN WONDERLAND



PUPPY & HANDLER BELGIUM



STAY TUNED OF ALL INFOS ABOUT
BELGIAN PUPPYS AND HANDLERS COMMUNITY

Social Brunch and Chillout

Homo Erectus by Spit it out

Sunday 23.06.24 - 13h00

The **Sunday Social & Chillout** event at **Homoerectus Bar** sounds like the perfect way to wrap up the weekend's festivities. Gathering for brunch in such a warm and welcoming atmosphere provides an opportunity for attendees to unwind, socialize, and celebrate with the newly crowned Mr. Sportswear Europe 2024.

With the **culinary talents of Chef TanoCook** crafting a delicious brunch spread, guests are in for a treat as they indulge in mouthwatering dishes and culinary delights. The addition of a **skilled bartender like Tosh** ensures that everyone's beverage needs are expertly taken care of, whether they prefer a classic cocktail, a refreshing mocktail, or something unique and creative.

As guests mingle and chat over brunch, there's bound to be a sense of excitement and camaraderie in the air as they reflect on the events of the weekend and congratulate **the newly crowned Mr. Sportswear Europe**. The relaxed and laid-back atmosphere of Homoerectus Bar provides the perfect backdrop for both socializing and enjoying the company of friends old and new.

Following brunch, the social drink allows the celebration to continue, giving guests the opportunity to raise a glass to the success of the weekend's events and toast to the future. It's a wonderful way to bring the festivities to a close while savoring the final moments of a memorable weekend.

Overall, the Sunday Social & Chillout event promises to be a delightful conclusion to an action-packed weekend, filled with good food, great company, and plenty of laughter and celebration.

Doors opening at 13:00 . Brunch fee of 20€ , booking mandatory !

Combi ticket with Sneax in the Jungle and free drink also available only on presale.

Mandatory Presale on www.unitedsportswear.eu

HomoErectus Bar - Rue du Marché au Charbon 3 - 1000 Bruxelles

Tanocook, catering service since 2017 www.tanocook.be

**THANK YOU BRUSSELS RAINBOW VILLAGE ,
AND ALL THE BARS FOR YOUR HELP
AND YOUR ENERGY IN THIS EVENT**



INFO AND TICKETS

WWW.UNITEDSPORTSWEAR.EU

