

1. - 3. September 2017, Arena Berlin Trend show Bread & Butter is in for a second edition

BERLIN, FEBRUARY 2nd 2017 // After the successful debut of Bread & Butter by Zalando in 2016, Europe's leading online platform for fashion is announcing details for its second trend show in 2017, from September 1st - September 3rd in Arena Berlin. The motto this year is 'BOLD'. Zalando will celebrate the beginning of the season with brand partners and consumers and repeatedly aims to give insights to recent trends in fashion, music and lifestyle to everyone. First confirmed brand partners include adidas, Alpha Industries, Converse, Lee, Reebok, and VANS.

Carsten Hendrich, VP Brand Marketing at Zalando: "Last year we successfully started a whole new chapter in the history of Zalando and Bread & Butter. We connected more than 20,000 people at the event with the fashion and music they love and amplified the content through digital channels beyond Berlin into 15 countries. With our new motto BOLD, we want to take it to the next level: Our aim is to celebrate the various facets that the fashion world has to offer and use technology and live communication channels to establish this platform across all fashionistas in Europe."

The new Bread & Butter motto for 2017 – 'BOLD' – is a celebration of courage, character and individuality. 'BOLD' rejects the idea of fashion telling people what to wear or how to wear it. It is about giving people the strength to go their own way, do their own thing and be who they want to be.

Details regarding ticket prices, brand partners and program will be revealed in the upcoming months. You can find all current information about the trend show here:

www.breadandbutter.com.

About Zalando

Zalando (<https://corporate.zalando.com>) is Europe's leading online fashion platform for women, men and children. We offer our customers a one-stop, convenient shopping experience with an extensive selection of fashion articles including shoes, apparel and accessories, with free delivery and returns. Our assortment of over 1,500 international brands ranges from popular global brands, fast fashion and local brands, and is complemented by our private label products. Our localized offering addresses the distinct preferences of our customers in each of the 15 European markets we serve: Austria, Belgium, Denmark, Finland, France, Germany, Italy, Luxembourg, the Netherlands, Norway, Spain, Sweden, Switzerland, Poland and the United Kingdom. Our logistics network with four centrally located fulfillment centers in Germany allows us to efficiently serve our customers throughout Europe, supported by a warehouse in Northern Italy with a focus on local customer needs. We believe that our integration of fashion, operations and online technology give us the capability to deliver a compelling value proposition to both our customers and fashion brand partners. Zalando's shops attract over 160 million visits per month. In the third quarter of 2016, more than 65 percent of traffic came from mobile devices, resulting in 19.2 million active customers by the end of the quarter.

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