



PRESS RELEASE // BREAD & BUTTER BY ZALANDO

BREAD & BUTTER BY ZALANDO IS BACK! THE FESTIVAL OF STYLE AND CULTURE GOES 'BOLD' THIS SEPTEMBER IN BERLIN

BERLIN, 8TH JUNE 2017 // Bringing together the best in fashion and music, the second edition of Bread & Butter by Zalando (B&B) is taking place from 1st-3rd September 2017 at Arena Berlin. This year The Festival of Style and Culture is going 'BOLD' and invites everyone to go for bold in **FASHION**, **MUSIC** and **FOOD** during the three-day Berlin event. It will bring the latest and most exciting from your favourite brands such as **adidas**, **Converse**, **Fila**, **Nike**, **Levi's®**, **Jil Sander Navy** and **Topshop**. Spread over several stages, the festival will excite consumers with all things new including **exclusive designs**, **limited editions**, **collaborations**, **fashion labs**, **workshops**, **fashion shows**, **See Now/Buy Now**, **B&B talks** featuring renowned international speakers and bold personalities such as **Dame Vivienne Westwood** or model and activist **Adwoa Aboah**, exquisite street food, and more! Beyond Arena Berlin, B&B added several new spaces including Festsaal Kreuzberg and a brand new **interactive fashion show area**.



Last year, Zalando launched Bread & Butter as a consumer event connecting fashion and music, and its most relevant brands to celebrate the start of the new season under the umbrella of 'NOW'. Following its successful debut, which attracted over 20.000 visitors and included a stellar performance from A\$AP



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Rocky, special appearance by Gigi Hadid and an exclusive Marni augmented reality experience, B&B evolved from a trend show into 'The Festival of Style and Culture'. This time around, B&B is inspired by the motto 'BOLD' giving stage to new ideas, fearless opinions and daring looks.

BOLD | Following its innovative approach to open catwalk shows up and bring brand experiences to the public for the first time, B&B delivered to an open-minded and non-conformist attitude. That spirit will be carried through to this year's event, with a new theme to **reflect the global zeitgeist 'BOLD'**, which for B&B stands for authentic, empowering, innovative, diverse, daring, challenging, fearless and unexpected. BOLD does not stop there. BOLD are our visitors, brands, musicians and culinary creatives, who dare to take a stand and challenge the status quo.

FASHION | At B&B, visitors can experience the latest Autumn/Winter 2017 collections from more than 40 fashion labels. Arena Berlin will feature three different areas – Fashion, Urban and Active – offering engaging brand activities such as customisation workshops, sports classes and augmented reality experiences. Brands including **adidas, Alpha Industries, Converse, Fila, Hilfiger Denim, Nike, Lee, Levi's®, Puma, Reebok, Topshop, VANS, Wrangler**, to name but a few, will present special designs and collectables available only at B&B. Nike will invite visitors to join an immersive experience around the brand's most iconic styles from performance to fashion. Napapijri will present an interactive four seasons showcase. Wrangler will showcase the exclusive clothing collaboration 'Wrangler by Peter Max' first launched back in the 70's and reedited this year to celebrate the brand's 70th anniversary. As a special highlight Bread & Butter by Zalando will host a Vivienne Westwood Archive Exhibition.

Several interactive fashion shows will take place by **HUGO, G-Star, Jil Sander Navy, The Kooples, Selected Femme/Homme, Topshop, Topman and Zalando**. The new fashion show area outside of the Arena will offer more space for innovative set design that everyone can experience up close. All fashion shows will be live-streamed on B&B's channels.

The **B&B Talks** provide a stage for an international roster of personalities with an attitude such as Dame Vivienne Westwood or model and activist Adwoa Aboah who will discuss thoughts and concepts that challenge the status quo.

Following the '**See Now, Buy Now**' shop solution, most items will be available via www.zalando.com. For B&B 2017, Zalando has developed a **pioneering shop solution** using RFID wristband technology that combines branded content and user interactivity into a smooth retail experience: The B&B Feed allows every guest to create a unique profile that acts as a record of their festival experience, into which they 'load' pre-defined content packages by interacting with items via their RFID wristband. Once content is loaded into their feed, the users can access it via their smartphone for purchase.

MUSIC | The music line-up includes emerging talents as well as big international headliners – artists known as much for their exceptional sound and style, as for their stance on contemporary topics.

FOOD | B&B offers a range of eateries serving fresh flavours, delectable ingredients and culinary crossovers. Anything from street food to fine vegan bites.

TICKETS | Day tickets are 20 Euro and available from 8th June via breadandbutter.com/tickets. There is a limited amount of early bird tickets available for a short time – first come, first serve.



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On the upcoming B&B edition Carsten Hendrich, VP Brand Marketing at Zalando, commented: "Bread & Butter by Zalando launched in 2016 to democratise fashion by opening up catwalk shows and brand experiences to everyone. Inspired by today's zeitgeist and event motto 'BOLD', this year's event will give stage to unexpected ideas, fearless opinions and daring styles that stand out and inspire everyone to go bold. At The Festival of Style and Culture, visitors can interact with the latest in music and fashion. Expect performances by musicians known for their style and stance on contemporary topics. Discover food from a range of culinary partners experimenting with new flavours. Be part of striking runway shows, meet iconic speakers, and engage with advanced technologies."

Bread & Butter by Zalando is an exciting off- and online experience, where everyone can follow the happenings closely online through our live streams and digital channels. For the latest information, please visit www.breadandbutter.com and <https://www.breadandbutter.com/press>

#breadandbutter17

NOTES TO EDITORS

ABOUT BREAD & BUTTER BY ZALANDO

NAME	Bread & Butter by Zalando
ABBREVIATION	B&B
DESCRIPTOR	Bread & Butter by Zalando - The Festival of Style and Culture
WHAT	Bread & Butter by Zalando is The Festival of Style and Culture that invites everyone to explore the latest in fashion and music with exclusive products and experiences.
WHERE	Arena, Eichenstraße 4, 12435 Berlin and Festsaal Kreuzberg
WHEN	1st – 3rd September 2017
OPEN	Friday, Saturday and Sunday Brand Labs, Fashion Show Space, Beach Area: 1pm – 10pm Festsaal Kreuzberg: 1pm – midnight
BRANDS	Adidas, Alpha Industries, Asics, Bik Bok, Camper, Converse, Eastpak, Fila, Fossil, G-star Raw, The Herschel Supply Co., Hilfiger Denim, Hugo, Hype, i.am+, Jil Sander Navy, Kickz, Lee, Levi's®, Lost Ink, Love Stories, Mads Nørgaard, Missguided, Napapijri, Nike, Puma, Rains, Reebok, Rvlt, Selected Femme/Homme, Stance, Superga, The Kooples, Topman, Topshop, Vans, Wrangler, Zalando
SHOWS	Hugo, G-Star, Jil Sander Navy, The Kooples, Topshop, Topman, Zalando and many more.
MUSIC ACTS	More details coming soon ...
SPONSORS & PARTNERS	Maybelline
TICKETS	20€ per day, available via breadandbutter.com/tickets

BREAD & BUTTER BY ZALANDO CREDITS

INITIATOR: Zalando

VISUAL PARTNER: Craig & Karl



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STRATEGY & CONCEPT PARTNER: Kemmler Kemmler
PRODUCTION PARTNER: Gil und Weingärtner GmbH
PRODUCTION CATWALK SHOWS: Untitled Project GmbH

CONTACT BREAD & BUTTER BY ZALANDO

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INSTA <https://www.instagram.com/breadandbutter>
FB <https://www.facebook.com/breadandbutter>

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 fulfilment centres in Germany allows us to efficiently serve our customers throughout Europe, supported by warehouses in Northern Italy and France 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 200 million visits per month. In the first quarter of 2017, more than 68 percent of traffic came from mobile devices, resulting in 20.4 million active customers by the end of the quarter.

CONTACT ZALANDO

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