

## BREAD&BUTTER BY ZALANDO DEBUTS FOR ALL

**BERLIN, 5<sup>TH</sup> SEPTEMBER 2016** // From 2<sup>nd</sup> - 4<sup>th</sup> of September 2016 **Bread&Butter by Zalando** celebrated its debut at Arena Berlin as a trend show for everyone bringing together fashion, music and food. For the first time Bread&Butter was open to the public and invited consumers to discover what's hot now from the brands they love. Following the "see now, buy now" principle items were directly shoppable online. The three-day-event attracted more than 20.000 visitors and renowned international guests such as US rap star A\$AP Rocky and supermodel Gigi Hadid as well as local celebrities such as style icon Veronika Heilbrunner, the actresses Julia Dietze, Natalia Avelon, and Janina Uhse as well as music artist Lena Meyer-Landruth to name but a few.



Images: Zalando ©, Fashion Show Image Credit: Getty Images for Bread&Butter by Zalando ©

### WHY

Bread&Butter by Zalando debuts as a Trend Show for everyone

### WHERE

Arena Berlin, Eichenstraße 4, 12435 Berlin

### WHEN

2<sup>nd</sup> - 4th of September 2016

**WHO**

VIP Guests (selection): Gigi Hadid, A\$AP Rocky, Lena Meyer-Landruth, Nikeata Thompson, Veronika Heilbrunner, Joséphine de La Baume, Saskia de Brauw, Marina Hoermanseder, Kenza Zouiten, Julia Dietze, Natalia Avelon, Janina Uhse, Stefanie Giesinger, Caro Daur, Farina Opoku, Flying Steps

**WHAT**

Based around the motto **NOW** the new trend show Bread&Butter by Zalando (B&B) launched as an innovative platform for brands and consumers where they can connect and interact directly with each other. B&B aims at creating engaging experiences that connect on- and offline and trigger social interaction. More than 30 international fashion brands such as **Converse, Eastpak, G-Star RAW, Lee, Levi's®, Marina Hoermanseder X Hello Kitty, Reebok, Stance** und **Vans** shared their most exciting stories and new Autumn/Winter 2016 highlights, offering fashion for all with instantly shoppable items.

The highly anticipated **Tommy X Gigi** collection, designed with top model **Gigi Hadid** debuted at Bread&Butter by Zalando with a personal appearance of Gigi Hadid herself on the sold-out opening day of the event. In front of more than 600 fans as well as international press and influencers she presented her Tommy capsule collection. Together with Zalando, the Italian luxury brand MARNI redesigned a selection of footwear styles from Dr. Martens, Reebok, Timberland and Vans. The limited **MARNI X Zalando** collection was introduced to the visitors for the first time through augmented reality. Music artist **Lena Meyer-Landruth** hosted a one-of-a-kind H.I.T. & Run Session at the **Nike** brand lab. Furthermore, visitors could talk to master trainers, interact with Nike's new apps and discover the latest innovations of the brand. The **adidas** brand lab was all about Futurecraft, a forward-looking initiative that places open source collaboration and craftsmanship at the heart of design to drive innovation. The live program offered TED talks with partners like Parley for the Oceans and inspiring open source collaborators like Creator Farm Brooklyn. Special activities such as Run&Rave as well as workshops on digital creation created a space of physical experiences. Launched at Bread&Butter on September 2<sup>nd</sup>, Zalando and '**Project Muze**' demonstrated how you can become the key influence in a fashion creation process. Together with UK based creative studio Stinkdigital, a "design engine" was developed that is powered by machine learning, and trained with style preferences from over 600 fashion trendsetters.

At the eight fashion shows during B&B everyone had the chance to experience the latest for Autumn/Winter 2016 from up close. A selection of items was instantly shoppable online after the show. **Puma** opened the runway at the first day presenting their footwear and apparel designs with a show choreographed by dancer Nikeata Thompson who also performed live on stage. For their first Berlin fashion show, **TOPSHOP** showcased their Autumn/Winter collection featuring inspirations from '80s punk and '90s grunge. On sold-out Saturday **Selected Femme/Homme** presented a vision of Scandinavian minimalism mixed with elements of Danish Nature. The show included augmented reality elements the audience could experience via mobile. **HUGO** celebrated its Berlin comeback with modern tailored designs and directional accessories, with a unique and unconventional edge. Arresting, desirable and cool, showing for the first time in Berlin **TOPMAN** has departed from the smarter trend of recent seasons and is now heavily influenced by L.A. skate culture. Immediately after the showcase the customer can engage with an instantly stoppable experience through Zalando, taking home a look from the show for themselves. **Ivyrevel**, the brainchild of Swedish blogger Kenza Zouiten, presented plenty of gold, a dash of luxe bohemian embroidery, and a fling with '90s fashion during their

show on Sunday. Femme fatale meets Jane Birkin: **Set** mixed modern romanticism with punk rock darkness presenting key items such as blazers, long dresses, trench coats in moody black, crimson reds, and indigo blues. The Bread&Butter closing show by **Zalando** focused on everyday opulence, the theme of the Autumn/Winter 2016 campaign THIS IS NOW, with model and campaign talent Saskia de Brauw opening the show. The models walked on a golden runway on the backdrop of state-of-the-art motion sensing technology based animation. Expressive looks, embellished details, luscious layering, glamorous accessories, and exclusive jewellery from Berlin designer Sabrina Dehoff conquered the catwalk while campaign talent Joséphine de La Baume and her band Singtank underlined the opulence atmosphere with melodic tunes. About 800 guests attended the Zalando show, amongst them VIPs like campaign talent Veronika Heilbrunner, Julia Dietze, Natalia Avelon and Janina Uhse in the front row. Each evening was closing with a special after show party – hosted from Friday to Sunday respectively by TOPSHOP X Interview Magazine, TOPMAN X Boiler Room and Zalando X Dandy Diary.

Emerging music community **Boiler Room** were the sound curators of Bread&Butter by Zalando bringing artists such as Hannah Faith, Little Simz, Angel Haze and Palmistry to Arena Berlin. Musical highlight of the event: US rap star **A\$AP Rocky** hit Arena Berlin for a thrilling live gig during the opening night on Friday, 2<sup>nd</sup> September. His light show and music including songs such as Yamborghini High and Wild for the Night blew everyone away and set the tone for the rest of B&B.

Bread&Butter by Zalando offered a fine selection of Berlin's best food places, such as Mogg, Paletas, Heißer Hobel, Fuchs & Ganz, The Future Breakfast and Dandy Diner.

People who could not join the event were able to experience the fashion shows, music acts and Bread&Butter by Zalando highlights via Facebook Live:  
<https://www.facebook.com/breadandbutter>

“The first Bread&Butter by Zalando was a huge success for us and thus, a strong start into the new season. More than 20.000 visitors came to Arena Berlin and directly got in touch with their favorite brands and music acts. We were sold out on all three days. With Gigi Hadid unveiling her Tommy X Gigi capsule collection and A\$AP Rocky performing on Friday night, we couldn't have asked for a better start. The closing on Sunday night with the Zalando fashion show and Joséphine de la Baume performing live on the catwalk rounded up the three-day immersive experience”, states Carsten Hendrich, VP Brand Marketing at Zalando.

Please check <https://www.breadandbutter.com/press> for pictures and further press information.

**#BreadandButter16**

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#### NOTES TO EDITORS

##### ABOUT BREAD&BUTTER BY ZALANDO

NAME	Bread&Butter by Zalando
ABBREVIATION	B&B
DESCRIPTOR	Bread&Butter - a trend show for everyone by Zalando
WHAT	Bread&Butter by Zalando is a consumer facing fashion event celebrating what is hot right now in the worlds of fashion and music where brands and consumers meet
WHERE	Arena, Eichenstraße 4, 12435 Berlin

WHEN 2nd - 4th September 2016  
TIME Friday: 4pm - 12am, Saturday & Sunday: 1pm - 12 am  
BRANDS adidas, Converse, Eastpak, Fossil, G-Star RAW, Herschel Supply Co., HUGO, IVYREVEL, Kerbholz, Lee, Levi's®, Marina Hoermanseder X Hello Kitty, Marni X Zalando, Minimum, mint&berry, Nike, Puma, Rains, Reebok, Selected Femme & Homme, SET, Stance, Tommy Hilfiger, TOPMAN, TOPSHOP, Vans, Won Hundred, Zalando, Zalon, Zign  
SHOWS HUGO, IVYREVEL, Puma, Selected Femme & Homme, SET, TOPMAN, TOPSHOP, Zalando  
MUSIC ACTS selection: A\$AP Rocky (US), Angel Haze (US), Acid Washed (DE), Bass Gang (DE), Delfonic (DE), Hannah Faith (UK), Kero Kero Bonito (UK), Kid Antoine (DK), Linnea (DE), Noah Slee (NZ), Nxxxxxs (FR), Palmistry (UK), Perera Elsewhere (DE), Uta (DE), Why Be (DK)  
FOOD Dandy Diner, The Future Breakfast, Heißer Hobel, Paletas, Mogg, Sunny Burrito and many more  
PRICE 15! per day // 30! all three days

**BREAD&BUTTER BY ZALANDO CREDITS**

INITIATOR: Zalando  
VISUAL PARTNER: Craig & Karl  
STRATEGY & CONCEPT PARTNER: KEMMLER KEMMLER  
PRODUCTION PARTNER: Gil und Weingärtner GmbH  
PRODUCTION FASHION SHOWS: Untitled Project GmbH

**CONTACT BREAD&BUTTER BY ZALANDO**

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**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 three centrally located fulfillment centers in Germany allows us to efficiently serve our customers throughout Europe. 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 about 160 million visits per month. In the second quarter of 2016, around 65 per cent of traffic came from mobile devices, resulting in 18.8 million active customers by the end of the quarter.

**CONTACT ZALANDO**

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