

MUSIC | The home of emerging music **Boiler Room** is the sound curator of Bread&Butter by Zalando and will host several pop-up and live performances. Upcoming artists such as **Kero Kero Bonito, Acid Washed, Palmistry, Hannah Faith** and **Noah Slee** will bring new, exciting sounds from all over the world to Arena Berlin. “We’ll have some French trap. We’ll have Swedish footwork. We’ll have some weird, quite emotional dancehall from London. We’ll have future R&B stuff from New Zealand. So it’s going to be a wild mix of nationalities, songwriters, and music”, says Michail Stangl, director of Boiler Room Germany.

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

TICKETS | Day tickets are 15 Euro and available via breadandbutter.com/get-your-ticket

People who cannot join the event are able to experience the fashion shows, music acts and Bread&Butter by Zalando highlights via Facebook Live:

<https://www.facebook.com/breadandbutter>

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

#BreadandButter16

NOTES TO EDITORS

ABOUT BREAD&BUTTER BY ZALANDO

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| 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, 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 |

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| SHOWS | HUGO, IVYREVEL, Puma, Selected Femme & Homme, SET, TOPMAN, TOPSHOP, Zalando |
| MUSIC ACTS | 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, Fuchs & Gans, Heißer Hobel, Paletas Eis, Paul Mogg, Sunny Burrito and many more |
| PRICE | 15€ per day |

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

WEB breadandbutter.com
EMAIL breadandbutter@zalando.de
PRESS breadandbutter.com/press

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 over 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. See more at: <https://corporate.zalando.com/en/newsroom>

CONTACT ZALANDO

Jolanda Smit / Global Head of Brand Comms and PR
jolanda.smit@zalando.de
+49 176 127 59 223