

ZALANDO ANNOUNCES BREAD&BUTTER FROM 2ND- 4TH SEPTEMBER 2016

BERLIN, 27TH JUNE 2016 // The first **Bread&Butter by Zalando** is taking place from 2nd- 4th of September 2016 at Arena Berlin. Bread&Butter is open to the public, digitalized and focuses on new trends and ideas. Everyone is invited to discover what's hot now in the world of **fashion, music and food** – all displayed on an innovative backdrop.



Image: Zalando ©

Previously known as the B2B fashion fair during Berlin Fashion Week, the new Bread&Butter is a consumer facing trend show for fashion and music aficionados from Berlin and beyond based around the motto **NOW**. At a time where fashion is becoming more democratic, Europe's online fashion destination creates an innovative platform where brands share their most appealing stories and new Autumn/Winter products, offering fashion for all with instantly shoppable items.

"Our concept challenges the status quo. It re-thinks the traditional trade show to bring to life a new, exciting trend show for brands and consumers where they can directly interact with each other. We want people to get inspired by new trends, experience the latest products, and get them first. With Bread&Butter by Zalando customers are no longer excluded from the fashion world but are invited to become part of it", says David Schneider, Co-founder and Member of the Zalando Management Board.

Bread&Butter by Zalando features over 25 international fashion brands such as **adidas, Converse, Eastpak, Lee, Levi's®, Marina Hoermanseder X Hello Kitty, Nike, Reebok, Stance and Vans** to name but a few. Italian luxury label **Marni** gives a preview of its footwear collaboration exclusively for Zalando and **Tommy Hilfiger's** 'Tommy X Gigi' collaborative collection with Gigi Hadid debuts during the event – with a special public appearance by Gigi herself. Visitors can experience how technology and fashion merge in the future with **zLabels** showcasing fashion designs made with intelligent machines. Furthermore, the trend show offers customization workshops, augmented reality experiences, personalized products and special collectibles. A selection of brands will host a catwalk show including **HUGO, Puma, TOPMAN, TOPSHOP** and **Zalando** to present their fashion of 'NOW'; all items are shoppable online after the show.

Next to the hottest fashion trends, visitors will experience the freshest in music: Emerging music community **Boiler Room** is curating the sound of Bread&Butter by Zalando and will host several pop-up and live performances. “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 nationality, songwriters, and music”, says Michail Stangl, director of Boiler Room Germany. Upcoming artists such as **Kero Kero Bonito**, **Acid Washed**, **Palmistry**, **Hannah Faith** and **Noah Slee** are confirmed and will bring new, exciting sounds from all over the world to Arena Berlin.

“With the motto of the first Bread&Butter by Zalando ‘NOW’, we create engaging experiences that connect on- and offline and trigger social interaction. We aim to set up an inspiring and surprising consumer event not only dealing with the latest in fashion and music but also with what’s hot right now in the digital world and make it accessible to all”, comments Carsten Hendrich, Vice President Brand Marketing Zalando.

For the look and feel of Bread&Butter, Zalando teamed up with visionary illustration duo Craig & Karl who are known for their distinctive visual language – a perfect match for the playful concept of the three-day-event.

Further information and tickets on breadandbutter.com

#BreadandButter16

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, 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	Acid Washed (DE), Bass Gang (DE), Delfonic (DE), Hannah Faith (UK), Kero Kero Bonito (UK), Kid Antoine (DK), Linnea (DE), Noah Slee (NZ), Nxxxxx (FR), Palmistry (UK), Perera Elsewhere (DE), Uta (DE), Why Be (DK)
FOOD	Sunny Burrito, Heißer Hobel, Paletas 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

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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 fulfilment 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 around 160 million visits per month. In the first quarter of 2016, around 62 per cent of traffic came from mobile devices, resulting in close to 18.4 million active customers by the end of the quarter. See more at: <https://corporate.zalando.com/en/newsroom>

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