

## BREAD & BUTTER BY ZALANDO GOES 'BOLD' WITH DAME VIVIANNE WESTWOOD, ADWOA ABOAH AND JEFFERSON HACK

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**WHAT:** Bread & Butter by Zalando Preview Event

**WHO:** Dame Vivienne Westwood (Designer), Adwoa Aboah (Model/Activist), Jefferson Hack (Co-Founder Dazed Media), MikeQ (Artist), Erika Bowes (Photographer/Stylist), Aitor Throup (Creative Director G-Star RAW), Fergus Purcell (Commercial Artist), Abra (Musician), Peaches (Musician), Marie Nasemann (Model) and 400 guests from the world of fashion, music and culture

**WHERE:** Artist Hall at Holzmarktstrasse, Berlin

**WHEN:** Thursday 8<sup>th</sup> June 2017

**BERLIN, 8<sup>TH</sup> JUNE 2017** // Bread & Butter by Zalando gave a spectacular preview of its second festival of style and culture, talking about the concept of ‘BOLD’ and the latest in fashion and music. Moderator for the evening Jefferson Hack invited Zalando’s Carsten Hendrich, VP Brand Marketing, to the stage first, to talk about Bread & Butter in general and its motto, ‘BOLD’, for the coming season.

Dame Vivienne Westwood was invited to the preview event for her truly significant place in fashion history, being at the forefront of it all during the Punk era. Westwood, a bold icon herself, discussed what it means for her to be bold and push boundaries while challenging the status quo.

The motto ‘BOLD’, of Bread & Butter 2017 was further explored by a panel from the creative industries including Aitor Throup, Adwoa Aboah, Erika Bowes, Fergus Purcell and MikeQ. Together they discussed how to be bold and disrupt, what bold means in a global sense, for example the current trend of logo T-shirts, and if there are gender differences in terms of what being bold means.

Following the panel conversation, guests moved into the garden to celebrate the Bread & Butter by Zalando kick off, taking place from 1<sup>st</sup> - 3<sup>rd</sup> September 2017 at Arena Berlin. The evening concluded with an after party featuring futuristic light projections, an interactive mirror installation and an artistic real-time face projection mapping photo booth.

At the preview event Carsten Hendrich, VP Brand Marketing Zalando, said: “The current global Zeitgeist calls for a new, honest, action-driven response. Therefore this year Bread & Butter is influenced by the motto ‘BOLD’ giving stage to new ideas, fearless opinions and daring looks that stand out from the crowd. Celebrating the various facets that the fashion world has to offer and paying tribute to courage, character and individuality to inspire everyone to go for ‘BOLD’.”

The Bread & Butter by Zalando preview was celebrated until the early hours where over 400 guests joined for a live performance by Abra, bold beats by DJs Zora Jones, Bambii and Why Be. Among the Berlin special guests were Marie Nasemann and Peaches.

Follow Instagram <https://www.instagram.com/breadandbutter> and Facebook <https://www.facebook.com/breadandbutter> to stay up-to-date. Looking forward to seeing you there!

**#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	adidas, Hugo, G-Star, Jil Sander Navy, The Kooples, Topshop, Topman, Zalando and more
MUSIC ACTS	More details coming soon ...
SPONSORS & PARTNERS	Maybelline
TICKETS	20€ per day, available via <a href="https://breadandbutter.com/tickets">breadandbutter.com/tickets</a>

#### **BREAD & BUTTER BY ZALANDO CREDITS**

INITIATOR: Zalando

VISUAL PARTNER: Craig & Karl

STRATEGY & CONCEPT PARTNER: Kemmler Kemmler

PRODUCTION PARTNER: Gil und Weingärtner GmbH

PRODUCTION CATWALK SHOWS: Untitled Project GmbH

#### **CONTACT BREAD & BUTTER BY ZALANDO**

WEB <https://www.breadandbutter.com/press>

EMAIL [breadandbutter@zalando.de](mailto:breadandbutter@zalando.de)

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.