



DAILY SUMMARY // BREAD & BUTTER BY ZALANDO

## BREAD & BUTTER BY ZALANDO: DAY 1 SUMMARY

Berlin, 1st September 2017 // The first day at Bread & Butter 2017 by Zalando was launched with a bang at the B&B Box, the hero installation at the heart of the festival. Throughout the day, guests sat back and relaxed to view live streamed Fashion Shows projected onto the B&B Box and listened to inspiring panel talks and music performances. The interactive installation also allowed visitors to use social engagement features made available by Facebook. It set the tone for an eclectic day of highlights!



*Credits: Stefan Knauer – Getty Images*

### FASHION

Bread & Butter presented tons of boundary-pushing style during day one. Beyond the immersive brand labs on show, an entire exhibition was dedicated to the iconic Dame Vivienne Westwood, while Topshop's trend-filled fashion show started off a weekend of exclusive catwalk presentations.

Attendees were also treated to a stellar runway show courtesy of Zalando, where Julia Restoin Roitfeld, Veronika Heilbrunner, Sang Woo Kim, Del Keens, Lena Meyer-Landrut, Lary, Haityti, Noah Becker, Marc Goehring and Tim Labenda sat front row to view the AW17 styles as they hit the floor. This season was all about emphasising diverse characters and inspiring stylistic freedom. Model of the moment Adwoa Aboah opened the show joined by a crew of iconic faces from Berlin, who ruled the runway.

### MUSIC

We've been treated to a wide spectrum of genres and pulsating beats across Bread & Butter today, with DJ sets from Berlin's coolest collectives like STAYCORE and BASS GANG.

International superstar, M.I.A. slayed the B&B stage with her headline performance that had crowds going wild. The showcase was set against Europe's most advanced technical set up with an interactive motion sensor LED screen, creating a mindblowing showcase.



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### TALKS

For the culturally curious, the opening day at Bread & Butter has been an utter field day. We've had deeply personal talks from icons like Wyclef Jean who wrapped up his music journey with an impromptu live performance, followed by pro-styling tips during Topshop's talk. Undoubtedly one of the main highlights was Dame Vivienne Westwood's 'Get a Life' discussion, where the legend spoke about the importance of art and literature while forging a path of inventiveness. It was a rare glimpse into the process and practice of one of the most prolific designers of our time.

### FOOD

For foodies, it's been a delicious day to say the very least. We were lucky enough to see an impressive demonstration of the finest in fast food all the way from Singapore. Street food maestro Chan Hon Meng's Michelin-starred stall fed hungry Bread & Butter visitors with his authentic flavours.

No weekend plans yet? Come and join us on the weekend, find schedule and ticket information [HERE](#).

B&B Day 1 picture material can be found <http://www.image.net/Bread And Butter by Zalando 2017HERE>

B&B Day 1 B-roll material can be found [HERE](#)

Please check [www.breadandbutter.com/press](http://www.breadandbutter.com/press) for more pictures and further press information.

**#breadandbutter17**

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### 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; Festsaal Kreuzberg and live streamed on <a href="http://breadandbutter.com">breadandbutter.com</a>
WHEN	1-3 September 2017
OPEN	Friday, Saturday and Sunday Fashion Stage, Beach Stage, Garden Stage & Zalando Stage: 1 – 10 pm Festsaal Kreuzberg: 1 pm – 3am
BRANDS	adidas, Alpha Industries, Asics, Bik Bok, Camper, Converse, Eastpak, Fila, Fossil, G-star RAW, The Herschel Supply Co., Hilfiger Denim, HUGO, Hype, Jil Sander Navy, KICKZ, Lee, Levi's®, Lost Ink, Love Stories, Mads Nørgaard, Mercedes-Benz, Missguided, Napapijri, Nike, Puma, Rains, Reebok, Rvlt, Selected Femme/Homme, Stance, Superga, The Kooples, Topman, Topshop, Vans, Wrangler, Zalando
SHOWS	G-Star RAW, HUGO, Selected Femme/Homme, The Kooples, Topshop, Topman, Viktor&Rolf, Zalando and more.
MUSIC ACTS	Bilderbuch, Hannah Faith, Yung Hurn, Quay Dash, and more
SPONSORS & PARTNERS	Mercedes-Benz, Maybelline, Johnnie Walker and Essie
TICKETS	20 euro per day, available via <a href="http://breadandbutter.com/tickets">breadandbutter.com/tickets</a> .

#### BREAD & BUTTER BY ZALANDO CREDITS

INITIATOR, STRATEGY & CONCEPT: Zalando

VISUAL PARTNER: Craig & Karl

DIGITAL & ARCHITECTURAL PARTNER: Kemmler Kemmler

PRODUCTION PARTNER: Gil und Weingärtner GmbH

CATWALK SHOWS PARTNER: Untitled Project GmbH



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### 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 almost 2,000 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 fulfillment centers 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 about 200 million visits per month. In the second quarter of 2017, 70 percent of traffic came from mobile devices, resulting in 21.2 million active customers by the end of the quarter.

### Press Contact Zalando

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