



PRESS RELEASE // BREAD & BUTTER BY ZALANDO

## BREAD & BUTTER BY ZALANDO REVEALS FIRST PROGRAM HIGHLIGHTS

VIKTOR&ROLF HAUTE COUTURE SHOW • AUSTRIAN INDIE ROCK BAND BILDERBUCH •  
VIVIENNE WESTWOOD EXHIBITION • STREET FOOD MICHELIN-STARRED CHEF CHAN HON MENG •  
1-3 SEPTEMBER AT ARENA BERLIN • LIVE STREAMED ON [BREADANDBUTTER.COM](http://BREADANDBUTTER.COM)

**BERLIN, 20 JULY 2017 // Bread & Butter by Zalando (B&B)** is back for its second edition and announces its program must-sees. Showcasing all things 'BOLD', B&B brings the latest from Europe's most exciting fashion brands, music artists and culinary experts. Among the highlights are **Viktor&Rolf's haute couture show (FASHION)**; arguably the most outstanding German-speaking band of our era, **Bilderbuch (MUSIC)**; fresh flavours from the world's first street food Michelin-starred chef, **Chan Hon Meng (FOOD)**; and inspiring panel conversations from **Dame Vivienne Westwood**, model/activist **Adwoa Aboah's Gurls Talk**, performance brand **Asics with Elyas M'Barek**, or brands such as **Nike** or **Topshop (B&B TALKS)**. The Festival of Style and Culture is open to everyone, so no VIP list required. Head to [breadandbutter.com/schedule](http://breadandbutter.com/schedule) for the latest updates.



**FASHION |** Following its motto 'BOLD', Bread & Butter by Zalando is characterised by an array of game-changing brands. More than 40 fashion labels showcase innovative activations and exclusive designs in three different areas: Fashion, Urban and Active.

### *FASHION SHOWS*

Interactive fashion shows take place by **G-Star RAW, HUGO, Jil Sander Navy, The Kooples, Selected Femme/Homme, Topshop, Topman and Zalando**. Visitors can experience everything in person, with access to shows on a first come, first served basis. Afterwards, through a wristband that incorporates RFID technology, 'See Now Buy Now' shopping is made instantly possible on Zalando.com. Furthermore, special guests and Dutch design duo **Viktor&Rolf** bring their haute couture collection to Berlin for the first time. All fashion shows are live streamed on B&B's channels.



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### BRAND LABS

Several brands offer engaging activities such as customisation workshops, augmented reality experiences, and special designs. Additionally, **Topshop**, **Hilfiger Denim**, **Eastpak**, **Levi's®**, **Vans**, **Mads Norgaard**, **Rains**, **Fila**, **HUGO**, **The Kooples**, **Love Stories**, and **adidas**, to name but a few, create exclusive items for B&B, sold on Zalando.com.

**Eastpak** | pre-launches a special collaboration with a Pop Art icon.

**Hilfiger Denim** | showcases a HilfigerDenimxZalando capsule collection of iconic denim pieces. The brand lab includes a personalization service using nano laser printing technology, and a digital graffiti wall.

**Levi's®** | creates a limited-edition T-Shirt only available at the Levi's® B&B area, Zalando.com and two Berlin Levi's® stores. Plus, visitors get to individualise their Levi's garments with embroidery.

**Napapijri** | takes guests on a digital multi-sensory journey. The experience includes a revamp of Vivaldi's world-famous The Four Seasons, performed live by four urban artists: Sharon Doorson, Jan Blomqvist, TOKIMONSTA, Raleigh Ritchie.

**Topshop** | will host three daily style talks led by personal shoppers; providing attendees access to new season trend arrivals and one-on-one, bespoke fashion advice.

**Wrangler** | showcases a retro cool 'Roller Disco' where visitors explore the new Peter Max collection.

### ACTIVE ARENA

As part of the Brand Lab area, in the Active Arena, performance and lifestyle labels like **adidas**, **Reebok**, **Puma**, **Asics** and **Nike** offer workout sessions. Visitors can take part in everything from fitness, dance, HIT, yoga and basketball games with well-known trainers. **KICKZ** brings the Dunk Elite - some of the best dunkers in the world. More information on the registration process for the sports experiences can soon be found on Breadandbutter.com.

**B&B TALKS** | This B&B brings a new and engaging panel format, introducing unparalleled insights from the fashion industry's sharpest and most daring minds. Outspoken model and activist **Adwoa Aboah** hosts her 'Gurls Talk' to empower women, whilst **Dame Vivienne Westwood** shares her thoughts on the importance of literature and art, and Asics invites Elyas M'Barek to the stage. Then **Nike**, **Topman**, and **Hype** bring inspiring fashion influencers.

**MUSIC** | B&B 'BOLD' effortlessly mixes various sounds from international stars and emerging artists in four different areas: the Fashion Stage, Beach Stage, Garden Stage and Zalando Stage. Austrian band **Bilderbuch**, known for their outstanding song-writing, performs Sunday evening. Then, **Hannah Faith**, **Yung Hurn** and **Quay Dash** will leave their innovative music mark. Every day, visitors can dance the night away during after events held at Festsaal Kreuzberg until 3 am. Further acts to be announced in the coming weeks! Due to the venue's capacity requirements, separate admission is needed for the main acts.

**FOOD** | B&B's exquisite culinary experience combines street food prodigies and stellar caterers. Hawker Chan, a Singaporean eatery founded by the first street food Michelin-starred chef, Chan Hon Meng, presents its signature dishes. Also on offer: Berlin-based Feiner Herr's scrumptious waffles, Subu's sushi burritos, and renowned Michelin-starred chef Iago Castrillón's flavours from Valencia.

**BEAUTY PARLOUR** | B&B's new Beauty Parlour features a make-up, blow dry and nail art station co-hosted by Maybelline and Essie, as well as complimentary makeover sessions offered to all. A special mirror installation offers a visual experience from multiple angles.

**TICKETS** | Day tickets can be purchased for 20 Euro. Admission for the main acts will follow. All ticket information is available at [breadandbutter.com/tickets](https://breadandbutter.com/tickets).

Bread & Butter by Zalando blurs the lines between off- and online brand experiences, allowing attendees and online viewers the chance to follow all happenings on B&B's live streams and digital channels. The latest information is available at [Breadandbutter.com](https://Breadandbutter.com) and [Breadandbutter.com/press](https://Breadandbutter.com/press).

#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 breadandbutter.com
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, Missguided, Napapijri, Nike, Puma, Rains, Reebok, Rvlt, Selected Femme/Homme, Stance, Superga, The Kooples, Topman, Topshop, Vans, Wrangler, Zalando
SHOWS	G-Star RAW, HUGO, Jil Sander Navy, Selected Femme/Homme, The Kooples, Topshop, Topman, Viktor&Rolf, Zalando and more.
MUSIC ACTS	More details coming soon ...
SPONSORS & PARTNERS	Maybelline, 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

#### 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 2,000 international brands ranges from popular global brands, fast fashion and local brands, and is complemented by our private label products. Our localised 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.

### **PRESS CONTACT ZALANDO**

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