



DAILY SUMMARY // BREAD & BUTTER BY ZALANDO

BREAD & BUTTER BY ZALANDO: DAY 2 SUMMARY

BERLIN, 2nd September 2017 // Bread & Butter is in full swing, and the energy on the sold out day was contagious! We've had standout runway shows from TOPMAN, HUGO and G-STAR RAW, DJ sets from the likes of Rushmore and Gang Fatale, an enchanting headline performance from FKA twigs presented by Mercedes-Benz, and a stimulating discussion with Adwoa Aboah and her GURLS TALK initiative.



Credits: Alexander Koerner – Getty Images

FASHION

There has been a whole host of diverse style offerings across the festival, from buzzing brand labs to inspiring street style. Today it was all about the guys, with TOPMAN presenting a slick fashion show with a crisp, cool AW17 collection that spoke to the modern man. HUGO presented its latest offering in a dynamic showcase with parkour jumpers and a specially composed soundtrack creating a unique fashion show concept. Selected stayed true to its Nordic DNA to stage a show inspired by city lines, modern shapes and minimalist expression.

MUSIC

FKA twigs presented by Mercedes-Benz took to the B&B stage tonight with a truly sublime performance. The avant-pop songstress proved herself to be a definitive and unique musician of our generation as she delivered fearless moves alongside a string of her most beautiful hits. Austrian rap sensation Yung Hurn brought his trippy tunes and devilish demeanour to the stage, also AKITO, Rushmore and Ase Manual also rocked the festival's second day. The night culminated in the energy-filled The Vogue Ball presented by Come Extra Fly, where we saw some of the most fabulous voguing and incredible looks ever seen in Germany.



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TALKS

Adwoa Aboah, the model and founder of GURLS TALK brought her platform to B&B for an open discussion with Dr. Lauren and Maxim Magnus, a London-based transgender lifestyle blogger and model. The empowering discussion touched on everything from body positivity, to what feminism means today, and the importance of self-love, led by i-D Germany's Editor-in-Chief, Alexandra Bondi de Antoni.

Hype founder Liam Green talked about his brand's staggering success story on how it became one of the UK's hottest streetwear labels of today. TOPMAN hosted an exciting panel discussion with insights from Creative Director Gordon Richardson alongside poet Max Wallis, whose exploration of love, youth and masculinity portrays TOPMAN's catwalk attitudes.

FOOD

Anyone who has been seduced by the delicious array of culinary options available at Bread & Butter this year will tell you how good it all is. Our array of culinary options has been seducing Bread & Butter guests with wild flavours from all over the world. Foodies have been going crazy for our sweet treats such as pancakes from Feiner Herr and Berlin's best scoop from Jones Ice Cream. Coffee connoisseurs were not disappointed, as we brought in Five Elephants to provide visitors with their caffeine fix to get them through the action-packed day.

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

B&B Day 1 B-roll material can be found from 10pm [HERE](#)

Please check www.breadandbutter.com/press for more pictures and further press information.

#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; 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, 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 breadandbutter.com/tickets .

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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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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