



PRESS RELEASE BREAD&&BUTTER BY ZALANDO

BREAD&&BUTTER BY ZALANDO: TIMBERLAND TALKS SUSTAINABLE, 81GB NON-CONCEPT STREET STYLES && SOUNDS BY SPECIAL GUEST STAR MS. LAURYN HILL



Photo: Isa Foltin | Getty Images for Zalando

THE THIRD EDITION OF **BREAD&&BUTTER BY ZALANDO – THE POP-UP OF STYLE AND CULTURE** (B&&B) KICKED OFF WITH A BANG. **MORE THAN 40 BRANDS** – INCLUDING **ADIDAS ORIGINALS, NIKE, REEBOK, VANS** OR **WRANGLER** – INVITED VISITORS INTO THEIR **B&&B BRAND POP-UPS** TO EXPERIENCE CUSTOMIZATIONS, WORKSHOPS, AND A BEST-OF STREETWEAR SELECTION WITH MORE THAN 100 **EXCLUSIVE PRODUCT DROPS** AND **PRE-LAUNCHES**. **B&&B SHOW POP-UPS** WERE PRESENTED BY BERLIN CONCEPT STORE **SUPERCONSCIOUS**. **B&&B TALKS** WERE HOSTED BY **TIMBERLAND X CHRISTOPHER RAEBURN, STATE OF FASHION** AND MORE. FURTHERMORE, THE B&&B OPENING DAY SAW STELLAR **B&&B MUSIC** PERFORMANCES BY **LUCIANO, SHECK WES** – AND SPECIAL GUEST STAR **MS. LAURYN HILL**.

ALWAYS ON: COINCIDING WITH THE OFFLINE EVENT, BREAD&&BUTTER LAUNCHED ITS **NEW B&&B SHOPPING HUB** ON ZALANDO: **BREADANDBUTTER.COM** OFFERS SELECTED STREETWEAR AND EXCLUSIVE DROPS.



PRESS RELEASE BREAD&&BUTTER BY ZALANDO

NO WEEKEND PLANS YET? COME AND JOIN US FOR TWO MORE B&&B DAYS CELEBRATING THE NEXT IN FASHION, MUSIC AND CULTURE: HEAD TO [BREADANDBUTTER.COM/SCHEDULE](https://breadandbutter.com/schedule) AND [@BREADANDBUTTER](https://breadandbutter.com/tickets) FOR THE LATEST. TICKETS VIA [BREADANDBUTTER/TICKETS](https://breadandbutter.com/tickets).

BERLIN, 31 AUGUST 2018 // Bread&&Butter by Zalando (B&&B) is back with a bang to celebrate its third edition, from today until 2 September at Arena Berlin. Here are the highlights that went down at **The Pop-Up of Style and Culture** on the sold out first day, opened by David Schneider (Co-CEO Zalando) and Carsten Hendrich (VP Creative Lab Zalando).

B&&B BRAND POP-UPS | adidas Originals launched its Falcon W sneaker at B&&B, in a striking new '90s colorway. Their Brand Pop-Up offers nail art, piercing and braiding – to fine tune your '90s aesthetics – so you can feel steezy from top-to-toe. At the **Nike** Pop-Up visitors could 'Join the Force' and be the first to get their hands on the Zalando exclusive Air Force 1 Jester in two hot new colorways. The deconstructed and reconstructed design was crafted by a crew of female Nike designers. Another highlight: The live performances of British poet Yrsa and German Rapper Eunique. Sweet sneakers: At the **Reebok** Pop-Up, guests can grab both vegan donuts and a pair of exclusive Aztreks in a hot new colorway, plus customize them to create their own perfect retro pair. **House of Vans** does not only offer skate workshops and a next level customization station, but also puts on fire gigs all weekend long with some of the hottest rising acts around, such as Gurr, 1000 Gram, 102 Boyz and many more. **Wrangler** brings all the fun with their very own retro-inspired bumper cars. Taking inspiration from their new blue and yellow 90s sports-influenced collection, the cars feature big W's, the number 47 and the iconic Wrangler stallion.

B&&B SHOW POP-UPS | Bringing their passion for internationally sourced streetwear to B&&B, **81GB by Superconscious** took over the East Side main district with three Show Pop-Ups. Each Pop-Up featured eight street style dance artists wearing their latest seasonal discoveries, especially curated for Bread&&Butter. Superconscious is the 'non-concept' streetwear store in Berlin with hard-to-find streetwear labels varying from South Korean designs to Parisian atelier craftsmanship.

B&&B TALKS | Timberland teamed up with British award-winning designer **Christopher Raeburn** to talk about the future of sustainable fashion, moderated by Highsnobiety's Jan-Michael Quammie. The discussion explored how we can live with an intelligent approach to style as both creators and consumers. Especially for B&&B, **State of Fashion** hosted one of their meet-ups in Berlin. Each Whataboutery is based on one of the hashtags of their manifesto. In Berlin, the focus is on #FAIRNESS. During the B&&B Talk on Friday, State of Fashion's Renee van der Hoek explored how we can create a fashion industry that speaks to all and harms few – together with fashion designer Bethany Williams.

B&&B MUSIC | The B&&B opening day saw a bunch of stellar live performances on four different stages. Berlin rapper **Luciano** is part of local rap crew Loco Squad Gang and made his breakthrough with the song "Jagen die Mio.". His raw lyrics have earned him respect and success both in the German charts and on B&&B's Huawei stage. Rising Harlem rapper **Sheck Wes**, who recently signed to Kanye's G.O.O.D. Music and Travis Scott's Cactus Jack Records in a joint deal, popped by at B&&B for a smashing set.

The first day of the event was brought to a high with special guest star **Ms. Lauryn Hill** who took over the B&&B stage for a sublime, energy-filled show. The world-famous rapper, soul singer, and former The Fugees



PRESS RELEASE BREAD&&BUTTER BY ZALANDO

member gave the audience goose bumps and a true 90s throwback, with songs such as “Everything is Everything“, “Ex-Factor“, “To Zion“ or “Doo-Wop (That Thing)“.

B&&B TICKETS | Tickets for Bread&&Butter by Zalando are available via breadandbutter.com/tickets. Single day tickets are 15 euro. Group day tickets are 45 euro (buy four/get one free). Single day tickets at the door are 20 euro.

Further information and picture material: corporate.zalando.com/breadandbutter. **Further program highlights** to be released via breadandbutter.com. Follow @breadandbutter on Instagram and facebook.com/breadandbutter to stay up-to-date.

#breadandbutter

NOTES TO EDITORS

ABOUT BREAD&&BUTTER BY ZALANDO

NAME	Bread&&Butter by Zalando
ABBREVIATION	B&&B
DESCRIPTOR B&&B SHOP	Bread&&Butter by Zalando – selected streetwear and exclusive drops (from 31 August: breadandbutter.com)
DESCRIPTOR B&&B EVENT	Bread&&Butter by Zalando - The Pop-Up of Style and Culture
WHERE	Arena Berlin, Eichenstraße 4, 12435 Berlin and Festsaal Kreuzberg
WHEN	31 August – 2 September 2018
OPEN	Friday, Saturday and Sunday Main Halls, Beach: 1pm – 10pm Festsaal Kreuzberg: 1pm – 4am
TICKETS	breadandbutter.com/tickets , single day tickets online: 15 euro, group day tickets online: 45 euro (buy four/get one free), single day tickets at the door: 20 euro.
B&&B BRAND POP-UPS	AAPE By A Bathing Ape, adidas Originals, Alpha Industries, anello, ASICSTIGER, Carhartt WIP, Cheap Monday, Clinique, Columbia, Converse, Crosley, Diesel, Fila, G-Star RAW, Herschel Supply Co., Komono, Levi's®, MAC Cosmetics, Mads Nørgaard, Maria Black, Mennace, Nike, OBEY Clothing, Origins, Palladium, Pepe Jeans London, Puma, Reebok, Shan Rahimkhan, studioloesch, Superconscious, Superga, The North Face, The Ragged Priest, Timberland, BDG Urban Outfitters, Vans, Weekday, Wrangler, 2nd Day and more
B&&B SHOW POP-UPS	HUGO Reversed, BÄM! Äcademy für marching drums, MAC Cosmetics x Voguing, Zalando and surprise act, 032c and Jérôme Boateng
B&&B MUSIC	Friday: BERLIN DISASTER, bk beats, Bonaventure, CRACK Magazine, DJ Gigola, DJ Juba, DJ NA, Evian Christ, Florentino, Hamza, Ike, Jam City, Jimothy Lacoste, Juliana Huxtable, Just Jam, King Dou Dou, Live from Earth x Sports Records, Lotto Boyzz, Luciano, LYZZA, Ms. Lauryn Hill, Munroe Bergdorf, Neana, nightcoregirl, Octavian, Sheck Wes, SHYGIRL, Sophie, Why Be Saturday: Azamat B., Ballo, Betty, DJ Juba, DJ Milktray, DJ Ouai, DJ Pitch, Don Sinini, Fuego Flavi, Jaden Smith, KABLAM, Kitty Ca\$h, LAVA DOME, Loris, LSDXOXO, MikeQ, Nadus, NOT YOUR



PRESS RELEASE BREAD&&BUTTER BY ZALANDO

GIRLFRIEND, Paradoxe Club, Princess Nokia, Quest?onmarc, Stefflon Don, Swan Meat, Total Trax, TRAP OR DIE, So Extra Vogue Ball

Sunday: 100% HALAL, ACE OF DIAMONDS, AUCO, ceekayin2u, CJOHNNY, DJ JM, DJ Juba, Fausto Bahia, FRKTL, Hunni'd Jaws, Imaabs, Isis Salam, J.CLOUD, Kamixlo, Kikelomo, LINNÉA, Mexican Jihad, Moneyama, Nafe Smallz, Negroma, Paigey Cakey, panasiagirl, poly maze, Quest?onmarc, Simon Kaiser, TIFFANY CALVER, Ufo361, Wasted Fates, Yung Hurn

SPONSORS & PARTNERS

DHL, evian, HUAWEI, Mercedes-Benz, o2, Visa

PAYMENT ON EVENT

products: cashless (all cards possible), food/drinks: cash, cashless (all cards possible)

BREAD&&BUTTER BY ZALANDO CREDITS

INITIATOR: Zalando
VISUAL PARTNER: SUCUK & BRATWURST
ARCHITECTURAL CONCEPT: Kemmler Kemmler
PRODUCTION PARTNER: Gil und Weingärtner GmbH
PRODUCTION B&&B SHOWS: Untitled Project GmbH

CONTACT BREAD&&BUTTER BY ZALANDO

WEB: breadandbutter.com
EMAIL: breadandbutter@zalando.de
INSTAGRAM: [instagram.com/breadandbutter](https://www.instagram.com/breadandbutter)
FACEBOOK: [facebook.com/breadandbutter](https://www.facebook.com/breadandbutter)

ABOUT ZALANDO

Zalando is Europe's leading online fashion and lifestyle platform for women, men and children. We offer our customers a one-stop, convenient shopping experience with an extensive selection of lifestyle articles including shoes, apparel, accessories and beauty products, 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 17 European markets we serve: Austria, Belgium, Denmark, Finland, France, Germany, Italy, Ireland, Luxembourg, the Netherlands, Norway, Spain, Sweden, Switzerland, Czech Republic, Poland and United Kingdom. Our logistics network with five centrally located fulfillment centers allows us to efficiently serve our customers throughout Europe, supported by warehouses in Northern Italy, France and Sweden with a focus on local customer needs. We believe that our integration of fashion, operations and online technology gives us the capability to deliver a compelling value proposition to both our customers and fashion brand partners.

PRESS CONTACT BREAD&&BUTTER BY ZALANDO

Sinah Pohlmann / Senior PR und Communications Global
sinah-maria.pohlmann@zalando.de
Mobile: +49 (0)152-56772390

PRESS CONTACT AGENCY

Selina Bauer / BOLD Communication & Marketing GmbH
selina.bauer@boldberlin.com
T +49 30 2021577 0