

DAILY SUMMARY // BREAD & BUTTER BY ZALANDO

## BREAD & BUTTER BY ZALANDO: DAY 3 SUMMARY

**BERLIN, 3rd September 2017 //** The high energy atmosphere continued into the final day at Bread & Butter by Zalando. Dutch design duo Viktor&Rolf brought their first Haute Couture show outside of Paris to Berlin and a power-pop performance from Bilderbuch set the B&B stage alight. German rapper RIN got the audience bouncing to tunes from his newly dropped album and we listened in on panel talks with Highsnobiety's David Fischer and Viktor&Rolf's conscious design conversation.



*Credits: Paul Storrie via Tripod City*

### FASHION

This edition of Bread & Butter by Zalando will be one for the books, as fashion artists Viktor&Rolf's first Haute-Couture show ever outside of Paris took place today at B&B. The Dutch design duo left the public astonished with meticulously crafted pieces masterminded through conscious design; featuring select looks from their three most recent collections: "Action Dolls, Haute Couture Autumn/Winter 2017, "Boulevard of Broken Dreams, Spring/Summer 2016" and "Vagabonds, Autumn/Winter 2016". Napapijri took B&B visitors on a digital multi-sensory journey. The experience included a revamp of Vivaldi's world-famous The Four Seasons, performed live by four urban artists: Sharon Doorson, Jan Blomqvist, TOKiMONSTA and Raleigh Ritchie.

### MUSIC

The audience went wild tonight for Bilderbuch's infectious pop-funk tunes, where they set the tone with their spacy sounds and impeccable sense of style. Berlin based DJ Ticklish brought his R&B infused Jungle Juke sets to the stage and Hannah Faith showed off her superb selector skills in an eclectic set. Last to join the party was Virgil Abloh, who embodied a new format for DJing with his mission statement spreading club culture across the globe into contemporary culture.



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### TALKS

Highsnobiety founder, David Fischer, talked today about digital disruption and the emerging importance of multi-platform storytelling to a young millennial and GEN Z global audience. Viktor&Rolf left the crowd inspired by a topical conversation about conscious design and announced an exciting upcoming collaboration with Zalando - expected to be released early next year. The partnership with Zalando will be a playful merger of Viktor&Rolf's couture sensibility and sustainable fashion.

### FOOD

This year's event has been an exquisite gastronomic experience. Michelin stars were flying around the Arena in the form of tasty dishes by Spanish chef Iago Castrillón and the first Michelin-starred street food from Hawker Chan. Celebrity chef Markus Herbicht kept the quality of dining sky-high together with lots of other delicious caterers.

B&B Day 3 picture material can be found [HERE](#)

B&B Day 3 B-roll material can be found from 10pm [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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