



PRESS RELEASE BREAD&&BUTTER BY ZALANDO

BREAD&&BUTTER BY ZALANDO: TOPSHOP TOPMAN AW18 SHOW POP-UP, 032C AND JÉRÔME BOATENG TAKEOVER & MAC COSMETICS VOGUING SHOW



Photo credit: Isa Foltin | Getty Images for Zalando

ALL CROWDED EVERYTHING: THE FINAL DAY OF **BREAD&&BUTTER BY ZALANDO** WAS A BLAST WITH VISITORS QUEUING FOR THE ULTIMATE EXPERIENCE OF THE NEXT IN STYLE AND CULTURE WITH **B&&B BRAND POP-UPS**, EXCLUSIVE DROPS AND PRE-LAUNCHES BY **032C AND JÉRÔME BOATENG**, **DIESEL**, **TIMBERLAND**, **WEEKDAY** AND MANY MORE. **B&&B SHOW POP-UPS** WERE LED BY **TOPSHOP TOPMAN** AND **MAC COSMETICS**. ON THE **B&&B TALKS** STAGE: **032C** AND **JÉRÔME BOATENG** PLUS **PEPE JEANS LONDON** AND MORE. TODAY'S **B&&B MUSIC** PROGRAM FEATURED A-LIST ARTISTS SUCH AS **PRINCESS NOKIA**, **PAIGEY CAKEY**, **YUNG HURN** AND **UFO361**.

THE POP-UP OF STYLE AND CULTURE CELEBRATED ITS THIRD EDITION FROM 31 AUGUST – 2 SEPTEMBER 2018. THE EVENT REACHED RECORD NUMBERS WITH A TOTAL OF 35,000 VISITORS AND WAS SOLD OUT ON ALL THREE DAYS.



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BERLIN, 2 SEPTEMBER 2018 // Bread&&Butter by Zalando (B&&B) celebrated its third edition from 31 August – 2 September 2018. **The Pop-Up of Style and Culture** saw a record number of 35,000 visitors, 100+ exclusive drops and pre-launches with 40+ brands as well as 6 Show Pop-Ups, 9 talks and 70+ music artists.

B&&B BRAND POP-UPS | At the **032c** installation inspired by Berlin's techno heaven Berghain visitors could experience both the B&&B capsule collab with 032c and Jérôme Boateng BOA17 and a signing sesh with the German footballer. At the **Diesel** Pop-Up visitors could snatch up some exclusive collab merch with Berlin's kebab king. The denim brand recreated the city's most infamous döner destination - Mustafa's Gemüse Kebab. **Timberland** unveiled the Timberland x Christopher Raeburn collaboration for the first time while offering a chance to meet the fashion designer personally at their Pop-Up and take part in his innovative repurposing workshops. At the **Weekday** Pop-Up visitors had the opportunity to shop and create unique Weekday products. For the first time ever, Zeitgeist collection prints were available outside of Weekday stores, with the launch of an exclusive re-edition collection available at B&&B.

B&&B SHOW POP-UPS | TOPSHOP TOPMAN created a hacienda inspired Show Pop-Up to showcase their AW18 collection featuring 22 Zalando exclusive pieces. Over three sessions, five dancers performed to a contemporary '90s soundtrack while a cast of ten models walked through the space. **MAC Cosmetics** led with a highly-stylized Voguing Fashion Show featuring Zalando pieces from high to low with the new generation of Voguers, paying homage to the underground LGBT dance movement that evolved from the 1980's Harlem ballroom scene.

B&&B TALKS | From backstage fashion shows in London, Paris, NYC and Berlin, **MAC Cosmetics** offered insider tips with senior artists Angelo Rauseo, and Connie Man during their talk on contemporary beauty. Following the special collab for B&&B, **032c** and **Jérôme Boateng** had a conversation not on soccer – but dogs and style. **Pepe Jeans London** hosted an in-depth discussion on sustainable innovation in fashion, hosted by a panel of industry veterans.

B&&B MUSIC | The last B&&B day was packed with outstanding performances: British MC and actress **Paigey Cakey** came round for a playful set. **Princess Nokia** is the alias of New York City native Destiny Frasqueri and known for her feminist podcasts, visceral live shows and debut album "1992 Deluxe". Performing songs such as "Tomboy" or "Brujas" the modern music icon took the audience by storm. Following last year's legendary B&&B gig stylish Austrian rapper **Yung Hurn** brought his unique brand of cloud rap back on stage. Kreuzberg-born rapper **Ufo361** was the last live act to perform at the HUAWEI stage – just before kicking off his "Stay High" tour this Autumn. B&&B closed with a fire after party featuring DJ sets by **Simon Kaiser, Boys Noize, Mexican Jihad** and more.

Further information and picture material: corporate.zalando.com/breadandbutter. Follow @breadandbutter on Instagram and facebook.com/breadandbutter to stay up-to-date. Explore the new Bread&&Butter shopping hub on Zalando via breadandbutter.com.

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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 (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 GIRLFRIEND, Paradoxe Club, Quest?onmarc, slowthai, Stefflon Don, Swan Meat, Total Trax, TRAP OR DIE, So Extra Vogue Ball Sunday: 100% HALAL, ACE OF DIAMONDS, AUCO, ceekayin2u, CJJOHNNY, 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, Princess Nokia, 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



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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.

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