



PRESS RELEASE BREAD&&BUTTER BY ZALANDO

BREAD&&BUTTER BY ZALANDO 2018: BERLIN'S POP-UP OF STYLE AND CULTURE IS BACK AND LAUNCHES NEW ONLINE SHOPPING HUB



Image: SUCUK & BRATWURST for Bread&&Butter by Zalando

THE THIRD **BREAD&&BUTTER BY ZALANDO** TAKES PLACE **FROM 31ST AUGUST - 2ND SEPTEMBER** AT ARENA BERLIN. **THE POP-UP OF STYLE AND CULTURE** IS A CURATED MIX OF **THE NEXT IN FASHION AND MUSIC** AND A **"SEE NOW, BUY NOW" WEEKEND**. EXPECT **100+ LIMITED EDITION DROPS, EXCLUSIVE PRODUCTS AND PRE-LAUNCHES OF OVER 40 BRANDS**. PLUS **POP-UP SHOW PERFORMANCES**, THE LATEST **DJS AND LIVE ACTS**, **INSPIRING TALKS** AND **TASTY STREET FOOD**. **SPECIAL APPEARANCE:** G-STAR RAW WILL BRING MULTI-TALENTED ARTIST JADEN SMITH. **MUSIC HIGHLIGHTS:** PRINCESS NOKIA, YUNG HURN, STEFFLON DON, HAMZA, SHECK WES, TIFFANY CALVER, EVIAN CHRIST.

THIS YEAR, BREAD&&BUTTER INTRODUCES A **NEW YEAR-ROUND SHOPPING HUB** FOR EXCLUSIVE PRODUCT DROPS AND A TREND ASSORTMENT OF SELECTED STREETWEAR BRANDS ON ZALANDO, ACCESSIBLE VIA **BREADANDBUTTER.COM**. ICONIC INTERNATIONAL BRANDS BRING LIMITED EDITIONS TO LAUNCH ON EVENT AND BE SOLD THROUGH THE NEW ONLINE DESTINATION GOING LIVE WITH THE EVENT END OF AUGUST.

BERLIN, 27TH JUNE 2018 / With its third edition Zalando brings **BREAD&&BUTTER** (B&&B) to a new level. Taking place over three days in Berlin, everyone is invited to **The Pop-Up of Style and Culture**, a jam-packed "see now, buy now" weekend, to experience the next in fashion, music and culture. Think iconic brands like **adidas Originals, Converse, G-Star RAW, Levi's®, Nike, Puma, Reebok** and **Vans**. Plus, B&&B newbies including **Carhartt WIP, Columbia, Diesel, OBEY Clothing, MAC Cosmetics, Maria Black, The North Face** and **Weekday**. Bread&&Butter 2018 follows in the footsteps of the previously two sold out B&&B editions featuring the likes of A\$AP Rocky, Adwoa Aboah, Dame Vivienne Westwood and Virgil Abloh. Last year B&&B attracted over 30.000 visitors and resulted in 1.45bn impressions and a reach of 35.4mio via livestream.

Coinciding with the offline pop-up event, Bread&&Butter launches a year-round **B&&B SHOP** accessible via **breadandbutter.com** and integrated onto Zalando, giving everyone access to a curated assortment of exciting products. B&&B is *the* destination for streetwear enthusiasts hunting for something special: B&&B is all about limited streetwear items, pre-launch collectible sneakers



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and other not-to-be-missed collaborations dropping exclusively offline and online. This is all effortlessly mixed with an aspirational cultural layer.

The architectural set-up of the event is inspired by real world city planning. Different B&&B districts are home to playful **B&&B BRAND POP-UPS** that invite guests to hang out and engage with their latest offering. Many items are immediately available for sale on-event via a cashless payment system provided by exclusive payment partner **Visa**. Each district has its own mix of brands and exciting activations such as next level customizations, deejaying and skate workshops, make-up masterclasses and interactive experiences. Furthermore, guests can take advantage of services such as nail salons, blow dry and braid bars, and enjoy delicious street food by the hottest Berlin eateries.

adidas Originals channels the raw '90s spirit of its archive Falcon models at B&&B: Guests are invited to experience the sneaker's universe at their brand pop-up where several surprises await the visitors. They can also get their hands on a limited quantity of the exclusive Falcon and Yung-96 before everyone else. **Carhartt WIP** will be teaming up with London's NTS Radio to broadcast live from the event, with a slew of local and international talent, as well as exclusive Carhartt WIP x NTS products. B&&B will also see the pre-release drop of the forthcoming Carhartt WIP x Trojan Records capsule collection. **Nike** is coming out in Force at B&&B, deconstructing their icons to reconstruct the future. A future empowered by women who put the „us“ above the „me“. **The North Face** debuts at B&&B with an experience that combines outdoor, fashion, design and music with a unique limited edition product drop designed exclusively for B&&B. **Timberland** introduces Timberland Park, a space at B&&B where attendees can reconnect with nature, relax and learn more about Timberland's ongoing commitment to environmental causes. In addition, being unveiled for the first time is the Timberland x Christopher Raeburn collaboration, offering a chance to meet the fashion designer personally on the booth, and take part in his innovative repurposing workshops. **Bread&&Butter by Zalando** will present their exclusive collaboration with **032c** 'BOA17' inspired by Jerome Boateng.

Staying ahead of the game, the former Bread&&Butter fashion shows turn into unexpected **B&&B POP-UP SHOW** performances. **Topshop Topman** lead with a highly-stylised Voguing ball; paying homage to a modern house dance that evolved from the 1960's Harlem ballroom scene. **Zalando** presents a 10th Anniversary show performance — together with an internationally acclaimed music artist. Furthermore, the **B&&B TALKS** provide a stage for international personalities and brands such as Berlin based cultural platform **032c** who will discuss today's zeitgeist and what is coming next in terms of fashion, music and culture. **G-Star RAW** will host a panel conversation on sustainability together with Jaden Smith.

B&&B MUSIC includes stellar concerts, live performances, DJ sets, and audio visual pop-up experiences with a focus on upcoming sounds. Anticipated talents include **Princess Nokia**, **Yung Hurn**, **Sheck Wes**, **Tiffany Calver**, **Stefflon Don**, **Hamza**, **LYZZA**, **Kitty Cash**, **Gunna**, **Evian Christ** and many more. **House of Vans**, a physical manifestation of the culture and creativity at the heart of the **Vans** brand, will bring a strong mix of live music, art and street culture to the event. Embracing and fuelling creative expression the Vans Pop-Up at Bread&&Butter will also offer unique customisation workshops to experience and engage with Vans' 'Off The Wall' spirit.

Every year, the Bread&&Butter visual is designed in collaboration with a different artist. This year, design studio **SUCUK & BRATWURST** created the '&&' based on the blue and pink construction pipes one finds anywhere in Berlin. The design also reflects the pop-up and district theme of B&&B 2018.

B&&B TICKETS are available from 27th June via breadandbutter.com/tickets and include single day tickets (online: 15 euro) and group day tickets (online: 45 euro, buy four/get one free). Single day tickets at the door are 20 euro. There are a limited amount of early bird tickets available (single day ticket, online: 10 euro, group day ticket, online: 30 euro) - first come, first served!

Further information and program highlights to be released via breadandbutter.com and corporate.zalando.com/breadandbutter. Follow [@breadandbutter](https://www.instagram.com/breadandbutter) on Instagram and [facebook.com/breadandbutter](https://www.facebook.com/breadandbutter) to stay up-to-date. The new **Bread&&Butter online shopping hub** launches end of August on Zalando and is accessible via breadandbutter.com.

#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 - The Destination for Style and Culture (<i>from end August: breadandbutter.com</i>)



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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. Limited amount of early bird tickets (single day ticket online: 10 euro), available for a short time – first come, first served.
B&&B POP-UPS	AAPE By A Bathing Ape, adidas Originals, Alpha Industries, anello, ASICSTIGER, Carhartt WIP, Cheap Monday, Clinique, Columbia, Converse, Crosley, Dennis Loesch, Diesel, Fila, G-Star RAW, Herschel Supply Co., Komono, Levi's®, MAC Cosmetics, Mads Nørgaard, Maria Black, Mennace, Nike, OBEY Clothing, Palladium, Pepe Jeans London, Puma, Reebok, Superconscious, Superga, The North Face, The Ragged Priest, Timberland, BDG Urban Outfitters, Vans, Weekday, Wrangler, 032c, 2nd Day and more
B&&B POP-UP SHOWS	HUGO, Topshop Topman x Voguing, Zalando 10th Anniversary show performance
B&&B MUSIC	Berlin Disaster, BK Beats, Juba, DJ Moneyama, Evian Christ, Gunna, Hamza, Ike, Just Jam, Kablam, King Dou Dou, Kitty Cash, Lava Dome, Lotto Boyzz, LSDXOXO, Luciano, LYZZA, Nafe Smallz, Not Your GF, Princess Nokia, Sheck Wes, Stefflon Don, Tiffany Calver, Yung Hurn and more
SPONSORS & PARTNERS	DHL, evian, HUAWEI, 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
FACEBOOK	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.



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PRESS CONTACT BREAD&&BUTTER BY ZALANDO

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