



PRESS RELEASE BREAD&&BUTTER BY ZALANDO

BREAD&&BUTTER BY ZALANDO CELEBRATES THE NEXT IN STYLE AND CULTURE DURING POP-UP PREVIEW EVENT IN BERLIN



Image: Isa Foltin/Getty Images for Bread&&Butter by Zalando

WHAT PREVIEW EVENT **BREAD&&BUTTER BY ZALANDO - THE POP-UP OF STYLE AND CULTURE**

WHO MORE THAN 600 GUESTS FROM THE WORLDS OF FASHION, MUSIC AND CULTURE INCLUDING **TONI LOBA** (GERMANY'S NEXT TOPMODEL WINNER 2018), **JASNA FRITZI BAUER** (GERMAN ACTRESS) AND **LISA TOMASCHEWSKY** (GERMAN ACTRESS)

'WHAT'S NEXT' PANEL TALK WITH: **JAZZELLE ZANAUGHTTI** AKA **UGLYWORLDWIDE** (MODEL AND ARTIST), **ELIAS RIADI** (MODEL AND PRESENTER FROM PAQ, KYRA TV), **KODIE SHANE** (HIP HOP MAVERICK FROM ATLANTA), **MARC GOEHRING** (FASHION DIRECTOR 032C AND STYLIST), MODERATOR: JOLANDA SMIT (ZALANDO)

BREAD&&BUTTER PARTICIPATING BRANDS SUCH AS: **ADIDAS ORIGINALS**, **CARHARTT WIP**, **COLUMBIA**, **LEVI'S®**, **MAC COSMETICS**, **PUMA**, **PEPE JEANS LONDON**, **REEBOK**, **VANS**, **WEEKDAY**, **WRANGLER** AND MORE.

THEY DANCED TO COMPELLING DJ-SETS BY **JUBA** (LDN) AND **LEONCE** (FADE TO MIND / ATL). LIVE ACT **KODIE SHANE** (SAILING TEAM, ATL) WAS TAKING THE CROWD TO THE NEXT HEIGHT WITH FIRE HIP HOP BEATS AND SONGS SUCH AS "DRIP ON MY WALK" AND THE UNRELEASED TRACK "FLEX ON ME".

WHAT THEY ATE AND DRANK THE POP-UP MARKET STYLE EVENT SERVED DISHES FROM DIFFERENT STREET FOOD STALLS INCLUDING AN OUTDOOR BBQ BY SPICE SPICE BABY, ASIAN BITES BY SON KITCHEN AND MORE. DRINKS WERE SERVED CASUALLY FROM REFRIGERATORS AND FREEZERS.

WHAT ELSE WENT DOWN SOMEWHERE BETWEEN PANEL CONVERSATION AND PARTY A POP-UP SHOW PERFORMANCE TOOK OVER.



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WHERE RITTERSTRASSE 22, BERLIN-KREUZBERG

WHEN WEDNESDAY, 27TH JUNE, FROM 7PM

BERLIN, 27TH JUNE 2018 / Tonight Zalando gave an exciting preview of the third **BREAD&&BUTTER** (B&&B) edition. **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 with more than 40 brands happening from 31st August - 2nd September at Arena Berlin.

During the preview event, Carsten Hendrich (VP Creative Lab Zalando) and Jolanda Smit (Head of Group Brand Relations Marketing Zalando) revealed the participating brands and B&&B highlights. Also the new Bread&&Butter 2018 'Pop-Up' concept was introduced, which gives direct access to sought after exclusive products, limited editions and easy shoppability. Furthermore, the new Bread&&Butter shopping hub was announced to launch at the end of August on Zalando, accessible via breadandbutter.com.

After the introductory words, a panel talk on the subject of 'What's Next' in style and culture was hosted by Jolanda Smit. The panel consisted of a squad of creative mavericks including **Jazzelle Zanaughtti** aka **Uglyworldwide**, **Elias Riadi** from PAQ, hip hop artist **Kodie Shane** and **Marc Goehring** from 032c. The discussion touched on topics such as upcoming trends in fashion and music and how taste and expression are fueled through social media.

Inspired by this year's Bread&&Butter concept, the event space in Berlin-Kreuzberg was transformed into a busy pop-up market with stalls by B&&B participating brands such as **adidas Originals**, **Carhartt WIP**, **Columbia**, **Levi's®**, **Pepe Jeans London**, **Reebok**, **Vans**, **Weekday**, **Wrangler** and more. In the **MAC Cosmetics** area people learned all the latest makeup tips & tricks, think of that intense blue winged eyeliner or that bold Russian red lip. Guests also got to try out their favorite FIX+ in Coconut, Rose or Lavender fragrance from the fridge.

The DJ-sets by **Juba** and **Leonce** brought compelling sounds to the preview event and gave a taste of what is yet to come during Bread&&Butter 2018. Rapper **Kodie Shane** performed live on stage and made the crowd of more than 600 people - among them Toni Loba (GNTM winner 2018), Jasna Fritzi Bauer (German Actress), Lisa Tomaschwewski (German Actress) - dance until the event closed at midnight.

Bread&&Butter tickets are available now via breadandbutter.com/tickets. Further information will follow via breadandbutter.com and corporate.zalando.com/breadandbutter or @breadandbutter on Instagram and facebook.com/breadandbutter.

See you at Bread&&Butter 2018!

#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>)
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



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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

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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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