



PRESS RELEASE // BREAD & BUTTER BY ZALANDO

## BREAD & BUTTER BY ZALANDO LAUNCHES 'BOLD MINDS SPEAK' VIDEO SERIES

**BERLIN, 30<sup>TH</sup> JUNE 2017** // In the lead up to **Bread & Butter (B&B)**, Zalando is launching the video series 'Bold Minds Speak', to share the latest in **The Festival of Style and Culture** and its motto 'BOLD', several 45-second episodes will feature inspiring and open minded personalities from the creative industry including Dame **Vivienne Westwood**, **Jefferson Hack** (Co-Founder Dazed Media) and model/activist **Adwoa Aboah** to name just a few. Bread & Butter by Zalando takes place from

1-3<sup>rd</sup> September in Berlin. The video series will be shown from today on [Breadandbutter.com](http://Breadandbutter.com) and @breadandbutter social media channels.



Reflecting the current zeitgeist, Bread & Butter by Zalando invited a diverse cast of talents for the '**Bold Minds Speak**' video series, featuring Dame Vivienne Westwood (designer/activist), Jefferson Hack (Co-Founder Dazed Media), Adwoa Aboah (model/activist), Erika Bowes (photographer/stylist), MikeQ (DJ/CEO Qween Beat Productions), Aitor Throup (artist/CD G-Star RAW) and Fergus Purcell (commercial artist). During intimate video snippets, they reveal their thoughts on self-expression, personal style, fashion and music, being bold and the things that keep them busy.



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To give you a taste of what's to come; "Bold done badly is tacky. Bold done with a sense of sophistication can make history," states **Jefferson Hack**, adding, "I am obsessed with the look of music and the sound of fashion." **Fergus Purcell** says, "Fashion is a bit like music you can wear," and introduces Jesus as a style icon. **MikeQ** gives insight into 'Vogueing', the ballroom music culture and shares his connection to Berlin. **Erika Bowes** talks stereotypes, what it means to be a twentysomething in the digital age and the cohesion among women. On bold **Aitor Throup** says, "It's using your voice and doing so in a way that inspires others. If an artist or a designer or a musician has something to say, that's when you create timeless work." Dame **Vivienne Westwood** will have an archive exhibition on display during B&B exploring the designer's ever-evolving legacy, and in the 'Bold Minds Speak' series she shares her life experiences, saying, "You will become yourself if you follow your deep curiosity." **Adwoa Aboah** expresses that, "(There are) absolutely no subjects I shy away from. There is no theme that is too bold for Gurls Talk". Adwoa founded the female community 'Gurls Talk' in 2015 to create an empowering digital space for dialogue about issues facing women and girls today. B&B visitors are invited to hear both Dame Vivienne Westwood and Adwoa Aboah during the new B&B Talks program.

**Bread & Butter by Zalando** is The Festival of Style and Culture taking place from 1-3<sup>rd</sup> September at Arena Berlin. The fashion and music event is curated around the theme 'BOLD' and invites everyone to experience the latest from their favourite brands such as **adidas, Converse, Fila, Nike, Levi's®, Jil Sander Navy and Topshop**. Spread over several stages, the festival will excite consumers with all things new including exclusive designs, limited editions, collaborations, fashion labs, workshops, fashion shows, See Now/Buy Now options, B&B Talks, exquisite street food, and more! Day tickets are 20 Euro and available from [breadandbutter.com/tickets](http://breadandbutter.com/tickets).

**The 'Bold Minds Speak' video series will launch on 30<sup>th</sup> June on [Breadandbutter.com](http://Breadandbutter.com) and @breadandbutter social channels.**

For further information, please visit [Breadandbutter.com](http://Breadandbutter.com) and [Breadandbutter.com/press](http://Breadandbutter.com/press)

**#breadandbutter17**

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### NOTES TO EDITORS

#### **BOLD MINDS SPEAK**

**Dame Vivienne Westwood:** Dame Vivienne Westwood changed London's fashion landscape as part of the punk movement in the '70s. Now a creative icon, she focuses on environmental activism while still designing collections that fly in the face of the norm. In September, Bread & Butter will host a special Vivienne Westwood Archive Exhibition to explore this ever-evolving legacy.

**Adwoa Aboah:** She's graced the covers of *Vogue*, but this London native is more than a stunning face, through her female community Gurls Talk, she's a powerful force for change. With a mission to empower real women, Gurls Talk provides a space for dialogue about issues facing women and girls today. At Bread & Butter, Aboah will get "gurls talking" in a panel discussion where no subject is off limits.

**Aitor Throup:** As artist and Creative Director of G-Star Raw, this design innovator takes inspiration from the human anatomy and a love of denim. Never one to play by traditional fashion rules, Throup experiments on progressive pieces that allow the body to move with ease — an element visitors to Bread & Butter 2017 will engage in first hand at G-Star's brand lab.



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**Erika Bowes:** This photographer and stylist is making waves as the co-founder of the digital platform Sukeban (meaning: "delinquent girl" in Japanese). Championing women of colour in the fashion world, Sukeban leads with a bold mandate: "Feminism does not only include women. Feminism does not only include white women. Fashion deserves to be feminist."

**Jefferson Hack:** It's hard to believe the co-founder of *Dazed & Confused* magazine ever said, 'I was never cool'. Now leading the style bible of youth, fringe culture and fashion, this sartorial maverick is always ahead of the curve. Earlier this month, Hack hosted our panel discussion at the Bread & Butter by Zalando preview event.

**MikeQ:** The man who will make you want to dance: Emerging producer and DJ MikeQ is putting the queer party subculture, ballroom, on everyone's radar with gigs from the East Coast to West Coast, plus live-streamed Boiler Room sets. Blurring the lines of where fashion and music intersect — a theme at the heart of Bread & Butter's programming — MikeQ is bringing this underground scene to a global audience.

**Fergus Purcell:** Anyone with an interest in streetwear will have seen Palace Skateboards' iconic Penrose triangle logo. Designed by Purcell, this, and his countless other graphics have been copied, coveted, and elevated to cult status. Purcell joined us at the Bread & Butter preview event to talk about his aesthetic that brings a subversive touch and punk sensibility to brands like Marc Jacobs, womenswear line Aries and Californian skate label KR3W.

### 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 and Festsaal Kreuzberg
WHEN	1st – 3rd September 2017
OPEN	Friday, Saturday and Sunday Brand Labs, Fashion Show Space, Beach Area: 1pm – 10pm Festsaal Kreuzberg: 1pm – midnight
BRANDS	Adidas, Alpha Industries, Asics, Bik Bok, Camper, Converse, Eastpak, Fila, Fossil, G-star Raw, The Herschel Supply Co., Hilfiger Denim, Hugo, Hype, i.am+, Jil Sander Navy, Kickz, Lee, Levi's®, Lost Ink, Love Stories, Mads Nørgaard, Missguided, Napapijri, Nike, Puma, Rains, Reebok, Rvlt, Selected Femme/Homme, Stance, Superga, The Kooples, Topman, Topshop, Vans, Wrangler, Zalando
SHOWS	Hugo, G-Star, Jil Sander Navy, The Kooples, Topshop, Topman, Zalando and many more.
MUSIC ACTS	More details coming soon ...
SPONSORS & PARTNERS	Maybelline
TICKETS	20€ per day, available via <a href="https://breadandbutter.com/tickets">breadandbutter.com/tickets</a>

### BREAD & BUTTER BY ZALANDO CREDITS

INITIATOR: Zalando  
VISUAL PARTNER: Craig & Karl  
STRATEGY & CONCEPT PARTNER: Kemmler Kemmler  
PRODUCTION PARTNER: Gil und Weingärtner GmbH  
PRODUCTION CATWALK SHOWS: Untitled Project GmbH

### CONTACT BREAD & BUTTER BY ZALANDO

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FB <https://www.facebook.com/breadandbutter>

### 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 over 1,500 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 fulfilment centres 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



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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 over 200 million visits per month. In the first quarter of 2017, more than 68 percent of traffic came from mobile devices, resulting in 20.4 million active customers by the end of the quarter.

### **CONTACT ZALANDO**

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