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## United Nations of Bread&Butter

Freitag, 09 Januar 2009

The upcoming BREAD & BUTTER is all about internationality! In January, BREAD & BUTTER, the internationally leading trade show in the segments of Denim, Sportswear, Street Fashion, Function Wear and Casual Dressed Up, welcomes around 800 of the leading brands, collections, as well as fabrics and accessory producers on an almost unchanged exhibition area compared to last season. Find a complete overview of all exhibiting brands at [www.breadandbutter.com](http://www.breadandbutter.com)

Over 100,000 tickets have already been sent out to the B&B community to over 100 countries! Apart from the strong BREAD & BUTTER exhibitor portfolio, all visitors can expect numerous highlights:

**B&B OPENING RECEPTION: NATIONS OF B&B, UNITE & CELEBRATE** Traditionally, the "tradeshow for selected brands" starts with the Opening Reception on the evening before the first day of the tradeshow – this time in hall 7 on the upper grounds of the Fira Barcelona. In an atmospheric surrounding with video projections and sound effects, B&B welcomes its community and celebrates the start of BBBarcelona. Entry starts at 8:00 p.m. with BBB-ticket.

**BREAD & BUTTER RUNWAYS & SPECIAL PRESENTATIONS** On the Avenida Reina Maria Cristina, tattoo- and vintage legend Ed Hardy presents himself on ca. 1,000 m<sup>2</sup>. With the collections Christian Audigier, Smet, Crystal Rock, Paco Chicano and C-BAR-A, he creates a top-class collective presentation platform with two daily fashion shows at 2:00 p.m. and 6:00 p.m.

With its fashion show in January, the Dutch label G-Star proves once again its philosophy "Just the Product", and shows the meaning of straight-line design. According to tradition and several times daily, the Fall/Winter 2009 collection will be presented in the G-star tent in Luna Park.

Apart from this, there is a Replay performance and fashion show on Wednesday evening. Catalan label Custo Barcelona presents its upcoming Fall/Winter collection with subsequent party on Thursday, 22 January. The locations of both shows will be announced at a later date.

**BREAD & BUTTER FLEA MARKET** In the Sport & Street Area on level 3, the BREAD & BUTTER Flea Market will take place for the first time in January. Here, international Streetwear stores sell special collaboration items, treasures from their personal fund and collection peaces from Winter 2008. Participating stores of the B&B Flea Market are Azita (Frankfurt), Caliroots (Stockholm), Index Book (Barcelona), Limiteditions (Barcelona), Reed Space (New York), Slam Jam x Chikashitsu (Barcelona), Solebox (Berlin) and Wood Wood (Berlin/Copenhagen).

Don't only get informed, but get items directly – the B&B Flea Market presents collection pieces by brands such as 10.Deep, Addict, Adidas, Alife NYC, A.P.C., Applebum, Asics, Boneyards, Broken Home, Call of the Wild, Carhartt, Casio, Cheap Monday, Converse, Crooks & Castles, Foreign Family, Freshjive, FUCT, Henrik Vibskov, Jeremy Scott, Kiks Tyo, King Stampede, Lacoste, Married to the MOB, Medicom, MHI, Minimarket, Mishka, Neighborhood, New Balance, Nike, Obey, Onitsuka Tiger, Opening Ceremony, Pegleg, Penfield, Polo Ralph Lauren, Puma, RAF by Raf Simons, Ransom, Reebok, Resonate, Rockers NYC, Saucony, Soulland, Staple, Starter, Stussy, Surface to Air, The Hundreds, Undercover, Vans, Visvim, Wood Wood, and others.

**THE SOURCE: TREND SHOW AND MEETING POINT FOR APPAREL SOURCING INDUSTRY, DESIGNER AND RETAIL** The leading fabric and accessory producers as well as the apparel sourcing industry, designers and product managers have been using BREAD & BUTTER BARCELONA as a meeting point for years already – with THE SOURCE, this industry is provided with its own platform for marketing and communication in the centre of BBBarcelona.

In January 2009, THE SOURCE will be open to all B&B visitors and takes place in two central locations:

### THE SOURCE PAVILION – THE PEAK OF DENIM

In Luna Park, THE SOURCE presents numerous greats of the denim industry. Innovative denim weavers, finishers and associated accessory producers present their products in the creatively designed, denim-dedicated THE SOURCE pavilion. Among the exhibitors are Blastex – Jeans Finishing Systems, Bottonificio BAP, Candiani Premium Selvedge, ITV Industria Tessile del Vomano, Limonta, Okinawa, r&dlab, Reca Group and Royo.

### "CREATIVE R'EVOLUTION – 50 YEARS OF FLUXUS" FROM THE ARCHIVIO BONOTTO

In an own hall on the second level above Urban Superior, a very special THE SOURCE highlight can be found: "CREATIVE R'EVOLUTION – 50 Years of Fluxus from the Archivio Bonotto", an exhibition with works of the Fluxus movement, curated by renowned weaver Luigi Bonotto.

The 120 objects exhibited at THE SOURCE, among them major Fluxus works, come from one of the world's most comprehensive collection of this revolutionary art movement, the Archivio Bonotto.

Fluxus started at the beginning of the 1960ies and is a form of action art, which, under the motto

"all is art", is mainly occupied with the subjective relation between everyday objects and art. Artists such as Joseph Beuys, George Brecht and George Maciunas found their artistic home in this movement.

This extraordinary exhibition at THE SOURCE will be enriched by life performances by the artists

Ben Patterson and Philip Corner, as well as by an installation by Ben Vautier, exclusively created

for BBBarcelona.

The vernissage will take place on Wednesday, 21 January 2009 at 5:30 p.m. at THE SOURCE on the second level above Urban Superior. We are especially proud to welcome Luigi Bonotto as the host.

### UNITED TRENDS OF B&B AND STYLESIGHT

In cooperation with the leading New York trend agency Stylesight, B&B has developed numerous

new and innovative trend seminars. The interactive seminars show the most important tendencies

and social developments from the areas of fashion, fabrics, lifestyle, music and Digital Youth Culture, and mirror the core segments of BREAD & BUTTER BARCELONA and THE SOURCE:


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"A World of Extremes" gives a preview on colours, fabrics and silhouettes for S/S 2010; "Mix

Masters" examines the influence of music and technology on current Street Wear trends as well as the combination of runway-, street and vintage inspirations with music, art and technology. Within "Fabrics of the Future", leading fashion fabrics producers discuss eco fabrics, performance fabrics and new material innovations. In "The Zeitgeist: A User's Manual", Jason Campbell, Editor-in-Chief of "The JC Report", reveals the 'places to be 2009'.

Apart from that, there will be an exclusive Denim Talk on Wednesday, 21 January: "GLOBAL DENIM CULTURE: RAW & UNCUT" speakers are industry greats such as Giorgio Presca (VF Corporation), Alberto Candiani (TRC Candiani), Umberto Brocchetto (Rad Rags) and Yuji Honzawa (Doctor Denim Honzawa). The talk will be presented by industry insiders Bruno Collin (WAD Magazine) and Jason Schlossberg (Stylesight).

All seminars as well as the Denim Talk have been developed exclusively for BREAD & BUTTER and THE SOURCE and will solely be presented in an especially built auditorium on the first floor of the Urban Superior Area.

#### A TRIBUTE TO DENIM BY B&B DESIGN

This season, BREAD & BUTTER is pleased with continuing its cooperation with the "Antwerp Royal Academy of Fine Arts" within the B&B Design project. Under the direction of Creative Director Walter van Beirendonck, 50 first-year students (B.A.) show their works in the exhibition "The denim skirt; 50 interpretations of a contemporary classic".

For the first time and exclusively for BREAD & BUTTER, the students have designed denim skirts, for traditionally, the first design assignment at the renowned fashion school is the creation of a skirt. Top denim producer TRC Candiani has provided the denim for this project. Apart from Walter van Beirendonck, the students were supervised by the well-known professors Chris Fransen, Nellie Nooren, Yvonne Dekock and Chris Gillis.

#### GUMBALL 3000 – THE URBAN SUPERIOR CUP

B&B and Gumball 3000 send the exhibitors of the Urban Superior Area on the racetrack! In Luna

Park, the Superior exhibitors compete with each other in a car racing in a Porsche Turbo RSR 934 Martini, a Ferrari GTO or a Lamborghini Countach. From pit stop to passing manoeuvre – every sequence of the race will be shown live on a mega-screen. The hunt for the best round times happens in an armada of remote-controlled Tamiya model racing cars in a scale of 1:12. Which brand passes the checked goal flag first? Stay tuned! The starting shot takes place on 22 January at 6 p.m. sharp at Luna Park.

#### NEW PRESS LOUNGE IN A NEW LOCATION

In a calm ambiance and on more than 400 m<sup>2</sup>, the newly designed Press Lounge in hall 2.1 on the second level of Urban Superior area provides ample space for retreat for all journalists. Apart from current press information of the exhibiting brands, the lounge wins over with a separate interview area and spacious work places, equipped with laptops, wireless LAN, fax and telephone.

#### BREAD & BUTTER BUSINESS CLUB

For the third time already, the B&B Business Club finds its fixed place in the Palau de Congressos in hall 5 on the grounds of BREAD & BUTTER. As in July 2008 already, the catering team of the Berlin restaurant classic borchardt once again pampers the guests with high-end gourmet cuisine, guaranteeing best culinary quality combined with excellent service. The BREAD & BUTTER BUSINESS CLUB provides its guests with a private and at the same time undisturbed ambiance for conversations. Here, B&B Business Club members have the opportunity to exchange ideas on the highest echelons of business, to establish new contacts, as well as to win possible synergies.

[www.breadandbutter.com](http://www.breadandbutter.com)

#### Related News:

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- [Bread & Butter und Stylesight kooperieren](#)
- [Bread & Butter: 'The Source' wird stärker integriert](#)
- [REVIEW THE SOURCE KICKOFF](#)
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- [New Order – profile your business!](#)
- [Bread & Butter präsentiert neues Order-Konzept](#)
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- [B-in-Berlin: Neue Messe im Januar](#)
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#### Related Websites:

- [Bread & Butter](#)
- [Bread Denim](#)