

Full focus on BBBarcelona

BREAD & butter has taken the decision to focus all its energy in Europe on the “tradeshow for selected brands” in Barcelona and to cease activities in Berlin. Karl-Heinz Müller: “The feedback to our last event BBBatKraftwerk was largely positive and a great number of brands and labels had already expressed an interest to attend in July 2007. But ultimately, discussions with the exhibitors made clear that they would rather see the focus on a strong, international show and increase their budgets for Barcelona than to divide it between two events.” So by taking this decision, BREAD & butter accommodates the needs of its exhibitors.

Karl-Heinz Müller confirms this decision: “From the very start, our co-operation with Fira de Barcelona was excellent. And what is more, the premises offer potential for further development and growth and are therefore ideal to accommodate an expanding BBBarcelona. By contrast, an event of this scale would not be possible in Berlin. In addition to that, The City Government of Barcelona does everything to support us and make many things possible.”

The timing (early bird effect), the unique brand portfolio as well as the high level of internationality make BREAD & BUTTER BARCELONA a must for all professionals in the young, contemporary market.

For the July 2007 BBBarcelona the AGM – ACTIVE GUEST MANAGEMENT has been further updated. BREAD & butter has diversified its services in co-operation with American Express Business Travel: flyBBB makes travelling to Barcelona from around the world even more easy and convenient. Karl-Heinz Müller: “The introduction of AGM was welcomed enthusiastically by all parties. The record attendance in January 2007 (82.837 international visits) can also be put down to this service. Analyses conducted by the AGM team suggest that we can expect even more visitors this July, especially from abroad – flyBBB makes it possible!”

From 4 to 6 July 2007, BBBarcelona will once more welcome visitors with numerous exceptional projects and novelties:

With the largest turnout of designers so far, STUDIO.V sets quality standards with 40 international collections. And more than ever before, STUDIO.V combines the artistic and experimental with commercial aspects, the intellectual with the wearable.

The Superior Area has been enlarged due to the great demand: the gallery has been incorporated into the exhibition space. New entrants such as Cesare Paciotti, Fabio di Nicola, Filippa K., Mauro Grifoni, Belfe, Jean-Charles de Castelbajac, Citizen of Humanity, The Great China Wall, Korrs by Michael Korrs as well as Justin Timberlake’s label William Rast have helped raise the quality level even further.

In July, BREAD & BUTTER DESIGN celebrates its premiere: 38 graduates from **Escuela Superior de Diseño y Moda Felicidad Duce** will be designing a collection piece / outfit themed “Dust” specially for BREAD & BUTTER DESIGN – the creations will be shown on 5 and 6 July in an exhibition at BBBarcelona. Karl-Heinz Müller: “We are really happy about this co-operation as it exemplifies once more the strong connection with our host city.” The internationally acclaimed Swedish photographer

and director Björn Tagemose is in charge of creating the visual and musical setting – “a great honour for us”, says Karl-Heinz Müller.

Thanks to its co-operation with Unit F, BREAD & butter takes BREAD & BUTTER DESIGN to an international level.

The involvement of the city of Barcelona does not end here: the 38 graduates from **Escuela Superior de Diseño y Moda Felicidad Duce** not only stage their end-of-course fashion show in hall 2 at BBBarcelona on 4 July, but BREAD & butter also presents the **Barcelona Graduation Tour**: BREAD & butter gives the graduates the opportunity to showcase their designs in Barcelona’s most renowned fashion and lifestyle stores: from 5 to 8 July 2007, 2 outfits per store will be on display in shop windows of 38 shops across the city. BREAD & butter is happy to help promote young talent as well as to illustrate the Catalan capital’s creative potential and its affinity for fashion.

But there’s more to come! BREAD & butter has already started planning further projects on the well-known grounds next to Palacio Nacional for January 2008. These will be announced during the press conference to be held at BBBarcelona in July (Thursday, 5 July 2007, 11.00 am, Sala de Prensa).

May 2007