



BBB JAN 2011 THE CONCEPT

With its “tradeshow for selected brands”, **BREAD & BUTTER** provides the concept of an innovative trade fair event for the progressive, contemporary clothing culture.

As an international specialist trade fair for Street and Urban Wear, **BREAD & BUTTER** represents a marketing and communication platform for brands, labels and designers from the areas of Denim, Sportswear, Street Fashion, Function Wear and Casual Dressed Up.

With a unique brand portfolio, **BREAD & BUTTER** confirms its position as the leading international trade fair and trademark - it is the meeting point for buyers, traders and representatives from the textile industry press.

Like no other event, the “tradeshow for selected brands” reflects the culture and brand philosophy of its exhibitors: the brands exhibiting at **BREAD & BUTTER** present themselves according to their brand direction with their complete versatility.

Twice each year, the “tradeshow for selected brands” brings together both inspiration and business according to the basic principle of “Fun & Profit”. Its early date makes **BREAD & BUTTER** the kick-off event within the industry.

ENTER... LEVI'S® BBB '11



ENTER... THE STAND



WOMENS D1 & D0



MENS D1 & D0



WOMENS D2



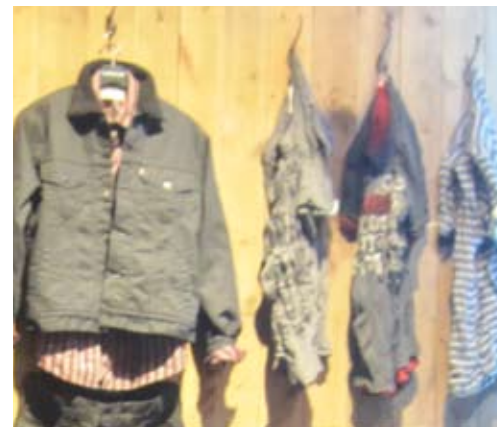
MENS D2



WOMENS D3



MENS D3



WOMENS CURVE ID



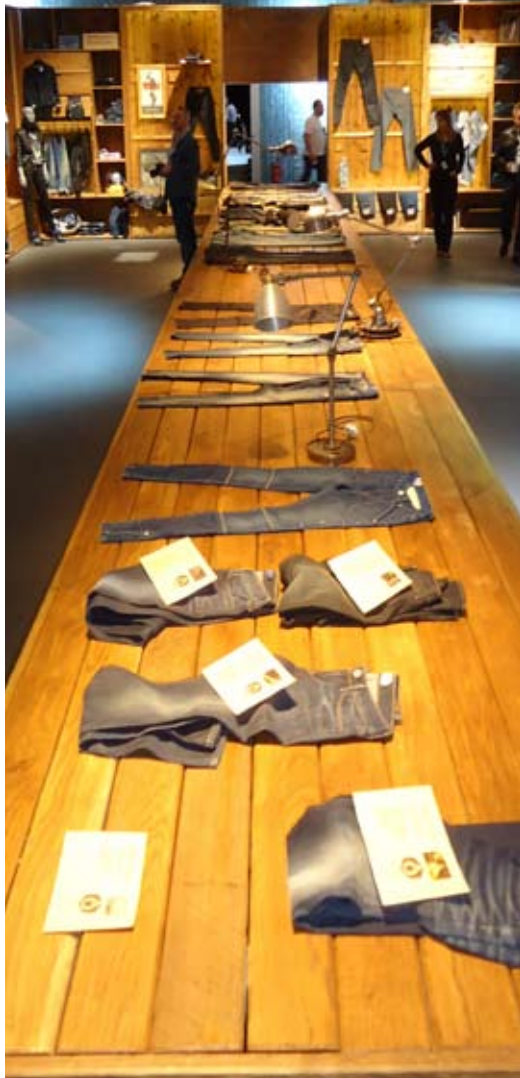
MENS OUTERWEAR COMPETANCE



WOMENS OUTERWEAR COMPETANCE



DENIM COMPETANCE



DENIM COMPETANCE



DENIM COMPETANCE



DENIM COMPETANCE



DENIM COMPETANCE



DENIM COMPETANCE



DENIM RIGID



BEST OF LEVI'S® WOMEN



CORD MEN



ACCESSORIES/LICENCE



ACCESSORIES/LICENCE



LEVI'S® FOOTWEAR





A BIG THANK YOU TO ALL INVOLVED
LOOKING FORWARD TO THE 10TH
YEAR OF BREAD & BUTTER BERLIN IN
JULY...