



## **DHL supports “Bread-&-Butter by Zalando”**

### **• DHL offers “Wunschkpaket services” for visitors of “Pop-Up of Style and Culture Event” in Berlin**

**Bonn, August 30, 2018:** As a long-standing partner to Zalando, Europe's leading online-platform for fashion and lifestyle, DHL will be offering special shipping services for visitors at the “Bread-&-Butter by Zalando” in Berlin (Aug. 31 – Sept. 2, 2018). Anyone buying a product at one of the more than 40 “Brand Pop-Ups” will be able to send their purchases home free of charge via the DHL Service Point (District 2, Stand 03), leaving them free to enjoy the event without the hassle of carrying bags. Whether it be carbon-neutral delivery with DHL's “GoGreen” service or arranging parcel delivery on a preferred day to a preferred location – with DHL's Wunschkpaket services, the parcel will be delivered as desired.

This special commitment underlines DHL's position as a global logistics partner to the fashion world. The company supports the leading industry events worldwide, works with major fashion associations and presents awards to up-and-coming young designers. DHL has been a partner to various Fashion Week events since 2008 and offers tailor-made services to ensure the designers' collection samples are delivered punctually and reliably to the shows. Current commitments include partnerships with the Fashion Weeks in London and Copenhagen, Amazon Fashion Week Tokyo and the Mercedes-Benz Fashion Weeks in Sydney and Moscow. DHL has gathered decades of experience and expertise in the field of fashion logistics, which allow the company to offer comprehensive and tailor-made logistics solutions, including a wide range of services for e-commerce, the supply of boutiques and shopping malls or comprehensive warehouse logistics and value-added services in special fashion distribution centers.

In Berlin, the DHL team at the dedicated “Bread-&-Butter by Zalando” service point will be supported by the fully automated “EffiBOT” robot trolley, affording visitors to the stand exciting insights into the logistics of the future. Visitors to the DHL Service Point can also experience logistics up close via a virtual reality game and will have the opportunity to win items from the acclaimed DHL Capsule Collection from the Paris-based label Vetements.

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You can find the press release for download as well as further information on [dpdhl.com/pressreleases](http://dpdhl.com/pressreleases)

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For further information: [www.breadandbutter.com](http://www.breadandbutter.com)

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 60 billion euros in 2017.