

Press Release

Bread & Butter Opens to the Public for the First Time

visitBerlin expects more attendees in July 2014

Berlin, 17 December 2013 *visitBerlin* welcomes the decision of the Bread & Butter Fashion Show to open its doors to retail consumers for the first time for two days at its July 2014 show. The summer edition of the international trade fair for street and urban wear will run from 8–12 July. On Friday and Saturday (11–12 July), the show being held on the grounds of the former Tempelhof Airport will open its doors to fashion fans from around the world. *visitBerlin* expects many of Berlin's hotels to be sold out.

Burkhard Kieker, CEO of *visitBerlin* remarks: "The key international Bread & Butter trade show will find exactly the right audience in Berlin. Berliners and visitors to the capital will enjoy finding out more about the future trends of fashion and design. Opening Bread & Butter to the public will be a major attraction for the city."

A day ticket will cost €25 for visitors. Hotel rooms can be booked at visitBerlin.de or by calling +49(0)30 – 25 00 25. More information about the event can be found at: breadandbutter.com.

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visitBerlin

"We know Berlin." Berlin Tourismus & Congress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin*'s Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is third-most popular European city for tourism, with 24.9 million overnight stays in the German capital during 2012. Berlin is also one of the most popular destinations for conventions and meetings and is likewise ranked third. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin *Berlin WelcomeCard*. *visitBerlin* operates five Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. At visitBerlin.de, you can access information about Germany's capital in 13 languages.

***visitBerlin* / Berlin Tourismus & Kongress GmbH**

Press Office
Am Karlsbad 11
D-10785 Berlin
Fax: +49 (0)30 26 47 48 – 983

visitBerlin.de
facebook.com/visitBerlin

Press Officer:

Katharina Dreger
Tel.: +49 (0)30 26 47 48 – 956
katharina.dreger@visitBerlin.de

Christian Tänzler
Tel.: +49 (0)30 26 47 48 – 912
christian.taenzler@visitBerlin.de