

*Café* TONTON

## THE WHY

We're not a café  
that serves a community.

**We're a community  
that built a café—**  
a place to meet, connects,  
create and share culture.

*Café* **TONTON**



THE WHO

Black-owned café and space  
where coffee, culture, and  
community meet.

Café TonTon in the front, TonTon Agency  
in the back — a unique setup that is both a  
place to meet and a place to create.

“Tonton” honors our West African roots —  
representing family, hospitality and shared  
stories.

*Café* **TONTON**



## THE WHAT

The perfect setting for cultural  
& commercial experiences in  
the heart of Berlin Mitte.

During regular hours, we operate as a café. At the same time, our doors are open for events, experiences and new ideas.

From intimate gatherings and cultural events to brand activations, pop ups, collaborations, and everything in between – whatever the occasion, we create the space for it.

*Café* **TONTON**





# CAFÉ TONTON REGULAR SETUP

The café is open from Tuesday to Saturday, serving high-quality coffee, refreshing soft drinks, a selection of croissants, and a rotating variety of cakes.

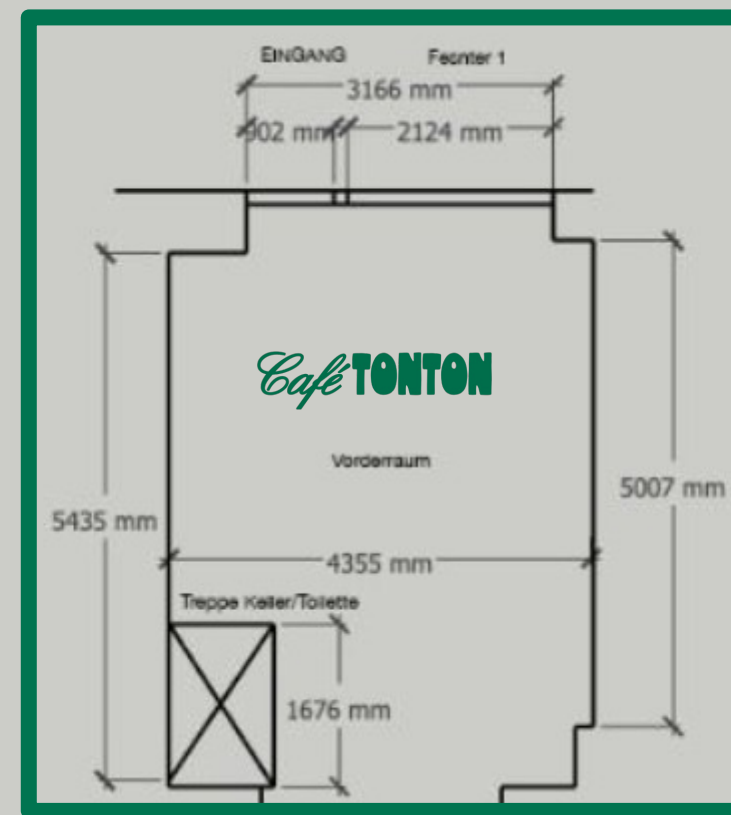
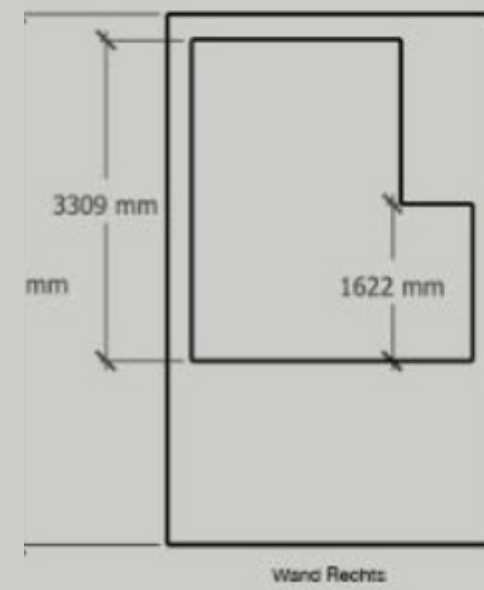




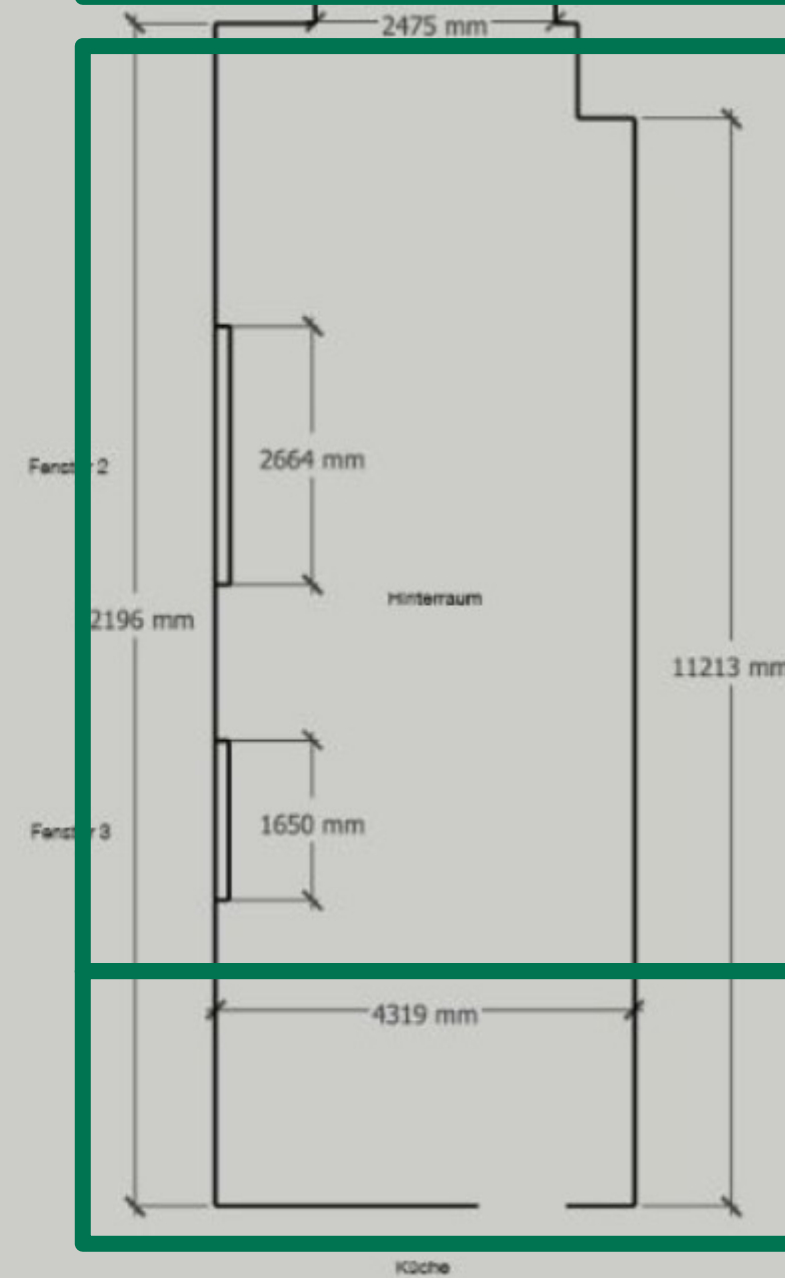
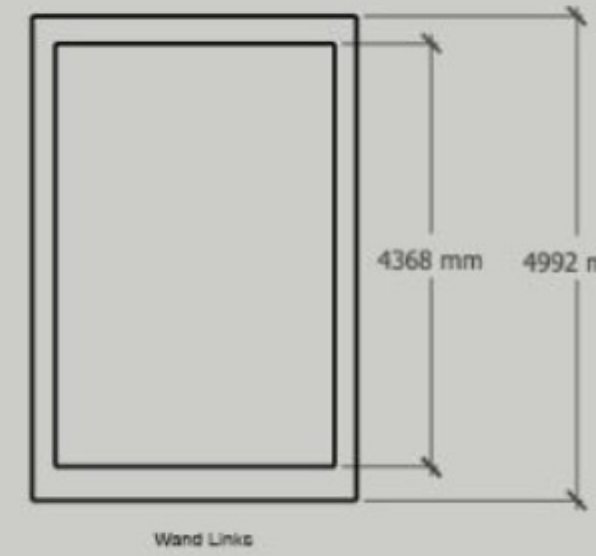
## CAFÉ TONTON COLLAB SETUP

Our separate back area can be used as a showroom or event space. The entire café can also be fully branded, creating an immersive environment tailored to each partner or project.





CAFÉ  
SPACE



COLLABORATION  
SPACE

KITCHEN

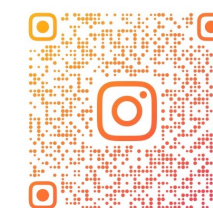


**LIKE WHAT  
YOU SEE?  
LET'S TALK.**

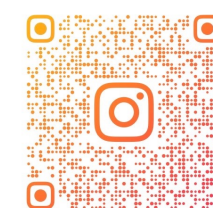
## **CONTACT**

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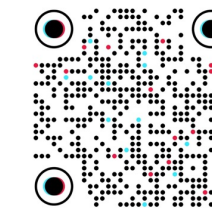
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@LECAFETONTON



@TONTONAGENCY



@tontonagency  
tontonagency

# COMMUNITY EVENT BY BUFFALO

For Buffalo, we hosted a **creative community event** designed to bring people together, celebrate the brand and make the evening all about self-expression.

Guests enjoyed good vibes, delicious snacks and an inspiring atmosphere — but the highlight was getting creative together.

As part of the experience, **guests had the chance to customize their own Buffalo shoes, transforming each pair into a unique, one-of-a-kind piece.** A fun and personal way to connect with the brand while giving everyone the freedom to create something that was truly their own.



← Click & Catch the Vibes

# DAILY PAPER

## FW26 SHOWROOM

From September 15–20, Daily Paper transformed Café TonTon into an **immersive brand experience**.

The space featured **FW25-inspired drinks, store activations, and a limited-edition t-shirt for the team and selected influencers**.

The experience ended with an **exclusive RSVP event for taste-makers, friends & family**, where guests enjoyed complimentary drinks and received a first personal look at the FW25 collection in a fully branded environment.



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# CLARKS SS26 SHOWROOM

The project showcased an immersive **Clarks Pop-Up Showroom** highlighting the brand's heritage and creativity.

Key features included:

- Wallabee customization,
- Exclusive custom-made fobs, and
- A live tattoo artist that added a cultural edge.

A curated special menu completed the experience, creating a **dynamic environment that connected craftsmanship, community, and contemporary style.**



Clarks  
**ORIGINALS™** X *Café* **TONTON**



## Clarks POP-UP SHOWROOM

**TIECKSTRASSE 1 | 9 AM – 6 PM**  
**AUGUST 7–9 | BY APPOINTMENT ONLY**

Discover iconic styles • Available for purchase all week •  
Customization via laser machine possible

**CAFE TONTON TAKEOVER | AUGUST 4-9**  
Enjoy Clarks inspired specials all week long.



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# SOLEBOX x NEW BALANCE

For the SOLEBOX x NEW BALANCE GREY DAYS, **Café TonTon** was fully branded for a **week**, featuring a special menu with grey donuts, grey foam matcha, and an interior styled in the grey days visual identity.

The week ended in a tasteful **influencer dinner**, including product **seeding** and a freshly prepared three-course grey menu, creating a fully immersive brand experience.



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**solebox®**  
 **grey days**

join us for the  
**solebox x New Balance**  
grey days

discover a specialty menu along the lines  
of grey days at the pop-up grey café  
powered by café tonton.

May 19th - 23rd, 2025  
Tieckstraße 1, 10115 Berlin



# X-LARGE x TAKUMI

For the **XLARGE x TAKUMI SAPPORO** limited shirt release, an **exclusive rsvp-only event** was hosted, bringing together key guests and tastemakers.

The evening featured **energetic DJ sets**, a thoughtfully curated drink menu, and a **venue fully styled in the collaboration's visual identity**, creating an immersive environment that highlighted the limited edition release and celebrated the partnership.



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# COOL RUNNINGS x ADIDAS

The **Cool Runnings x Adidas x Solebox 5k run** offered an engaging **community experience**, featuring **t-shirt customization** at a print station, **influencer seeding**, and a **fuel bar** to keep participants energized.

The event combined **fitness, creativity, and brand engagement** in a dynamic and interactive way.



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# PUMA H-STREET ACTIVATION

In collaboration with **Puma** and the **Cool Runnings Club**, a unique community event was brought to life in Berlin.

Featuring an **energetic shakeout run**, vibrant vibes, and **live sets**, the event united people and celebrated the launch of the iconic Puma H-Street.

This project didn't just take place — it **inspired, connected, and left a lasting impact.**



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# CATO X LULU LEMON

The Cato SportCrew brought the community together for **a day of movement, recovery, and connection** – powered by Lululemon.

Run together. Sweat together. Power up together. An event full of good vibes and shared energy — where everyone pushed themselves, had a great time, and headed home feeling even more energized than when they arrived. That's exactly our kind of event.



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# VITAMIN WELL RUN CLUB

Good miles, good vibes & an even better community.

We teamed up with **Vitamin Well & Joseph Atelier** to host 150 people for a **wholesome Sunday community run** — bringing together good pace, good conversations and even better people.

After the run, everyone gathered to refuel and recharge with **delicious coffee, refreshing matcha, iced drinks and freshly baked croissants**.

A feel-good Sunday, great energy and a community that made the event a real success.



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# SAUCONY X TONTON

During the Saucony Showroom Days, we created an exclusive brand experience through a “**by appointment only**” **sales showroom, offering partners a focused and premium environment.**

To connect with the local running community, we hosted an **early-morning run with the Run ‘n Rave Club**, bringing together around 60 participants.

The activation wrapped up with a **vibrant get-together featuring a DJ set and free coffee**, fostering community spirit and **strengthening Saucony’s brand presence in Berlin.**



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# OMAH LAY

## LISTENING PARTY

To celebrate the release of his new album “Clarity of Mind”, **Nigerian Afrobeats star Omah Lay** took over Café TonTon for an **exclusive private listening session** — bringing together **music, drinks, food** and his creative community for an intimate first listen.

We gave Berlin a taste of Omah Lay’s new world and the response was nothing short of legendary.



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# ADIDAS AFCON

## HUB

From January 9–18 2026, we transformed our space into a vibrant Africa Cup of Nations Hub, in partnership with Adidas & Daily Paper.

Over the course of ten days, we brought the tournament to life with public viewings, African-inspired food & drink specials, and customized jerseys featuring exclusive designs inspired by the participating nations.

More than just a place to watch the games, the hub became a meeting point for football, culture and community — bringing people together to share the energy, passion and pride of African football.



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# COZY CAFÉ SESSION

Together with **CozySoundSystem**, we hosted a **relaxed Sunday** afternoon bringing together good music, art and an inspiring community in a warm and laid-back atmosphere.

With **live DJ sets** and a **mini exhibition** by a local artist, the session created a unique blend of music and culture.

The session was designed as the first chapter of a **recurring event series**, creating a platform for future gatherings centered around music, culture and community.

The vibe: Come as you are. No pressure. Just good people, good music & good vibes.



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# Café TONTON