

Press talk h+h cologne @home, 24.03.2021



h+h cologne
26.03. - 28.03.2021
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Press release

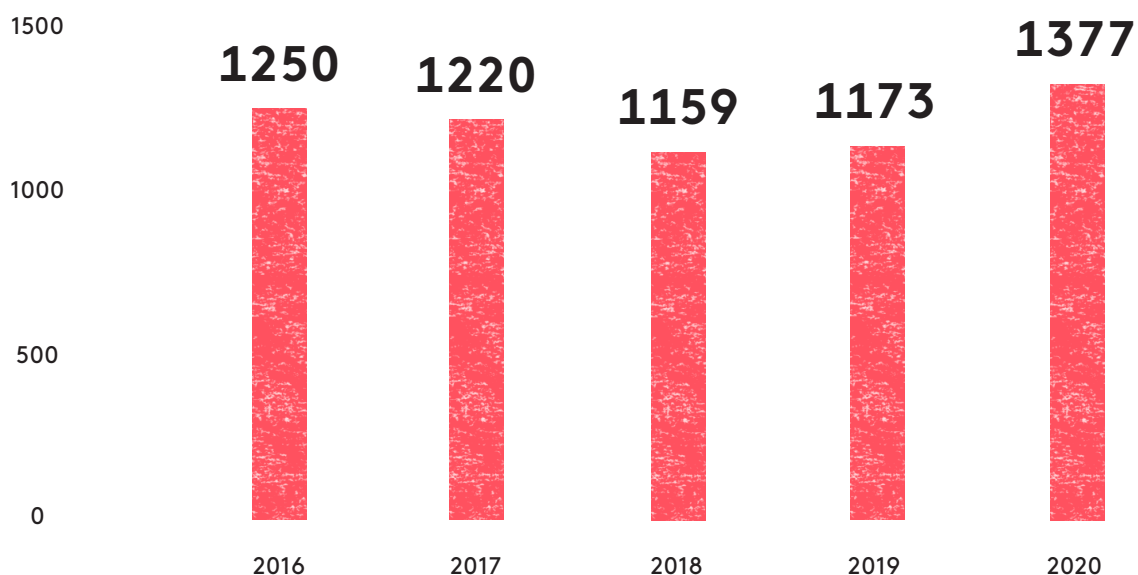
Press conference on the occasion of h+h@home March 26th, 2021

Do-it-yourself booms – handicrafts industry with record turnover

Sales records in almost all areas were achieved by the handicrafts industry in 2020. The total market for needlework supplies in Germany amounted to 1.38 billion euros, measured in end consumer prices, according to the industry association Initiative Handarbeit at the digital trade fair h+h@home (Handarbeit + Hobby, 26 to 28 March) in Cologne. Compared to the previous year (2019: 1.17 billion euros), this results in an increase of 17.4 percent.

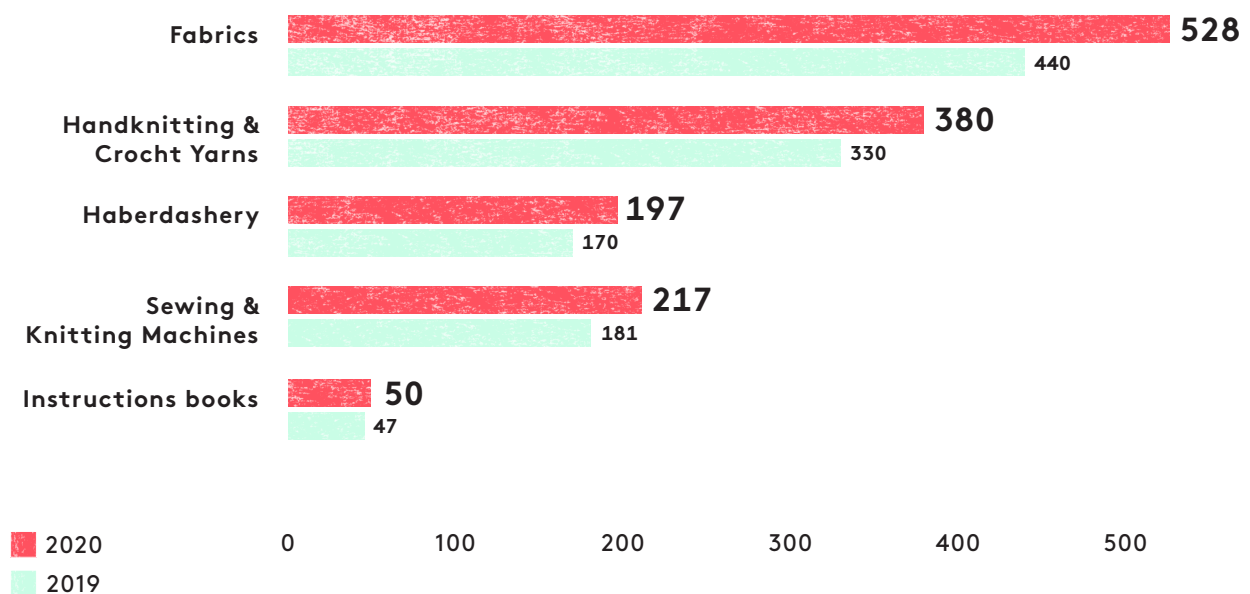
The strong increase was certainly triggered by the Corona pandemic. Many consumers spent significantly more time at home. Handicrafts were (re)discovered as a way to make one's own four walls attractive and a place to relax in from the stress of everyday life. In addition, there was a high demand for protective masks, which at times could only be met by sewing them oneself. Accordingly, fabrics were also among the top-selling segments with sales of 528 million euros (2019: 440 million euros).

The German handicraft market
needlework supplies in Germany, measured in end consumer prices in million €



Source: Initiative Handarbeit's own research, March 2021

Market Segments development in Mio Euro at consumer prices



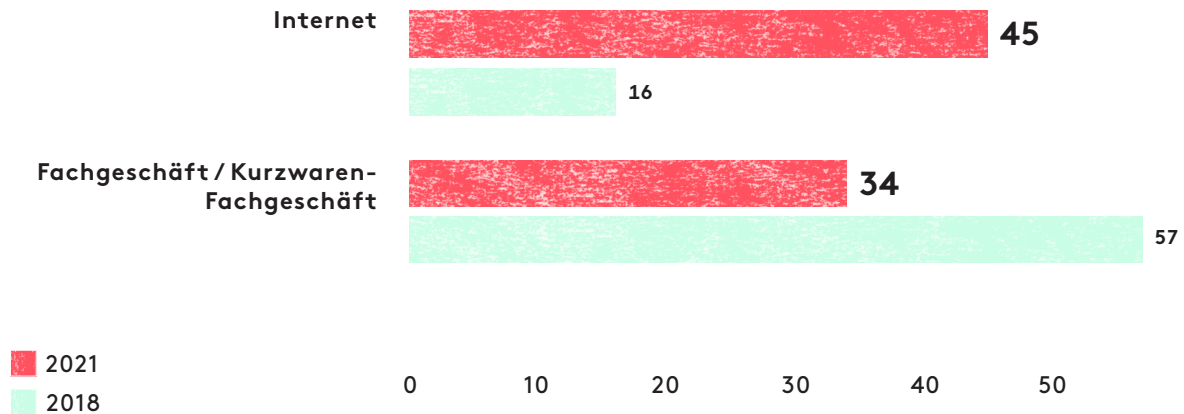
Source: Initiative Handarbeit's own research, March 2021

Specialist retailers lose market share due to the lockdown

At the same time, the pandemic-related measures caused significant shifts in the needlework market. The trend towards digitalisation and online shopping intensified significantly due to the months-long closure of the bricks and mortar trade. This is shown by the current study "Nutzungsverhalten Handarbeit 2021", which GfK Nuremberg conducted on behalf of the Initiative Handarbeit.

In the representative survey, 45 percent of the female consumers questioned said – certainly also due to a lack of other options – that they buy their handicraft accessories online (2018: 16 percent). This means that the (haberdashery) specialist shops, which were still by far the most important source of supply in 2018, have been replaced. This is certainly a snapshot picture that will change again in favour of the specialised trade, but a shift will remain.

Where do you buy your equipment (materials, fabrics, wool, yarn etc.) for handicrafts?



Quelle: GfK Studie Nutzungsverhalten Handarbeit Februar 2021

Support for the bricks and mortar trade

However, the industry association also noted that specialist retailers who were already well positioned before the pandemic, for example, with close customer ties via Instagram accounts, Facebook and their own online shop, were able to react better in the crisis. With its specialist retailer seminars and other measures, the Initiative Handarbeit will therefore again support the bricks and mortar trade in 2021 in order to set successfully the course for the future.

In addition to the retailer seminars, the industry association will also launch the bag sewing competition "**Mach Dein Ding 2021**" (Do Your Thing 2021). Furthermore, the successful sustainability campaign "**make me take me**" will be continued with new instructions for crocheting and sewing. Almost 70,000 bags have already been made in the past two years. The goal is to break the 100,000 mark in 2021.

Text and images at www.initiative-handarbeit.de/presse

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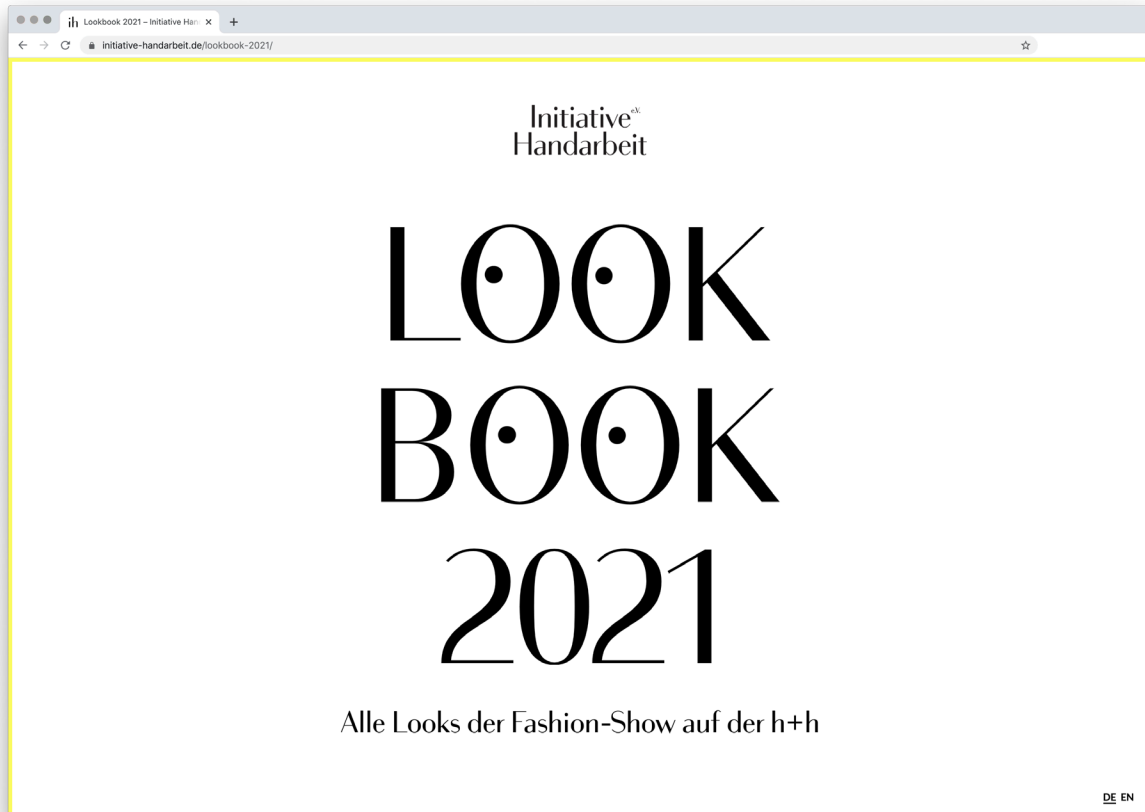
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Sustainably inspiring: the projects of the Initiative Handarbeit 2021

Extraordinary situations require special solutions: The Initiative Handarbeit and its member companies have developed a wide variety of ideas and campaigns for the **h+h@home trade fair** (26 to 28 March) in order to provide creative input for specialist retailers and end consumers in purely digital form. "Among other things, we have brought well-known trade fair programme items such as the DIY fashion show and the blogger meeting into virtual formats," says Angela Probst-Bajak, press spokeswoman for Initiative Handarbeit. The DIY fashion trends at a glance:

The fashion lookbook of the Initiative Handarbeit.



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The Trend Fashion Show of the Initiative Handarbeit is one of the highlights of the **h+h cologne** every year. In 2021, the member companies of the industry association will present their designs for the coming autumn and winter season in a fashion lookbook. More than 50 designs will be shown. The show will run on the fair platform. All details on the individual styles can also be found in the 2021 lookbook, which is freely accessible to all interested parties both on the platform and on the website of the Initiative Handarbeit.



"We make ourselves attractive": Expert tips for the shop facelift

The two coaches Bettina Grüninger and Michaela Kranz have been running the successful specialist retailer seminars in cooperation with the Initiative Handarbeit for several years. Dates for the two-day coaching sessions for needlework professionals are planned for 2021 in the second half of the year. "With the campaign **We make ourselves attractive**, however, we already want to show the specialist trade how a store facelift works and why it is so important, using a practical example", explains Angela Probst-Bajak, spokeswoman for the Initiative Handarbeit.

At the **h+h cologne@home**, Bettina Grüninger and Michaela Kranz will show how visual marketing and storytelling successfully go hand in hand, using the example of the specialist shop JuLaine. Juliane Bohrer, owner of JuLaine, shares her experiences. The specialist retailer had responded to a call from the Initiative Handarbeit and has been accompanied by the two coaches in the redesign of her shop since January. All three will be guests on the Talksofa at **h+h@home** and the topic will be dealt with in greater depth in 2 workshops.

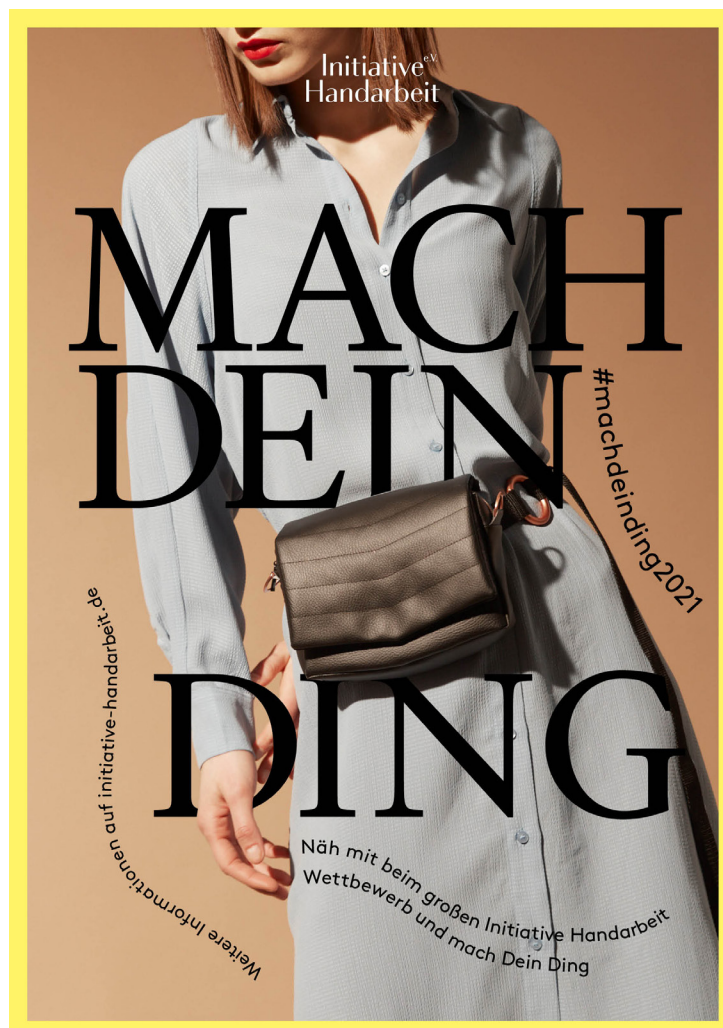
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Small, fine and chic: #machdeinding2021

Out and about with friends, maybe going to parties or concerts again: Designer Anke Gerdes-Swafing from the well-known label **cherry-picking** has created a small, fine and very chic DIY project for the sewing competition **#machdeinding2021** with the pattern for a belt bag. The mini bag is a real all-rounder and offers participants in the big sewing competition a great basis for their own ideas.

The sewing competition starts on 26 March and runs until 31 July. To support all sewing enthusiasts, there is once again an accompanying sewing video with Anna from the YouTube channel **einfach nähen**.

initiative-handarbeit.de/machdeinding2021/



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#makemetakeme: Successful sustainability campaign starts a new round

With **#makemetakeme**, the DIY community has shown how a small idea can become a big deal by joining forces. In 2021, we want to continue to work together for more sustainability and less plastic. With the new **#makemetakeme** instructions and the support of the creative scene, the goal is to reach the mark of 100,000 sustainably made bags by the end of the year.

The new crochet bag designs were again created by designer Susanne Müller from the label **Paula m.** In addition, we have also prepared other patterns for sewn bags. Both bags are not only available in the normal size, but this time also in a mini-me version for children.

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"Without you? Not with us!": The virtual blogger meeting at the h+h cologne

The joint bloggers' meeting of the Initiative Handarbeit and KölnMesse has become a permanent fixture at the **h+h cologne**. In 2021, it will be held in a digital version for the first time: Almost 100 bloggers and influencers will meet in a virtual meeting room on 27 March to chat, laugh and learn all about the latest industry trends.

Text and images at www.initiative-handarbeit.de/presse

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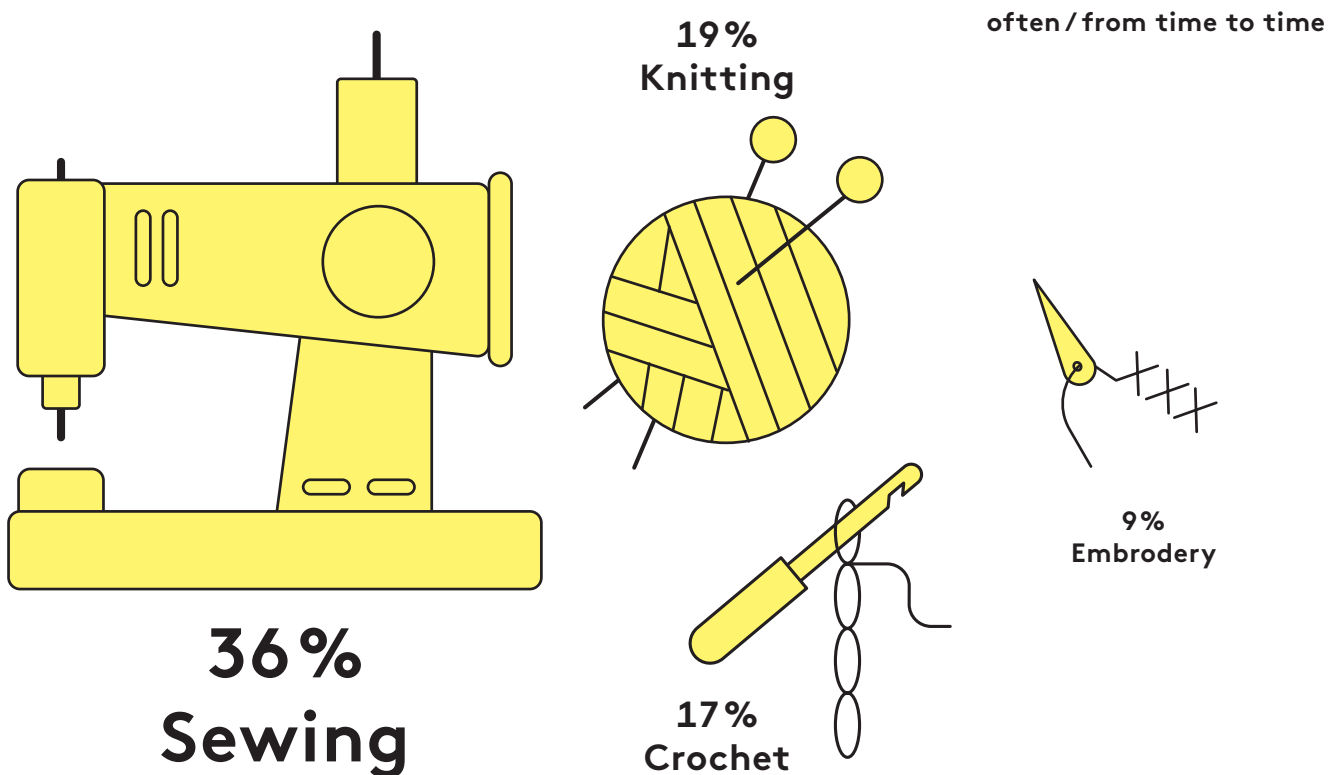
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GfK consumer study: Handicrafts as a hobby still on the rise

The number of women doing handicrafts has continued to rise. Three quarters of all women in Germany are active at least from time to time with needlework projects; in 2018, the figure was 66 percent. The Initiative Handarbeit sees this as confirmation of the overall social trend towards a new cosiness and beautification of one's own home, the (re)discovery of handicraft tradition, changing consumer attitudes and the desire for DIY. In addition to these long-lasting trends, the effects of the Covid19 pandemic are also reflected in the study results.



Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

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Sewing and knitting are still the most frequently practised handicrafts. Crochet has found a noticeably larger number of new followers. This is particularly pleasing, as crochet is often the entry-level technique learned by beginners before knitting. The popular crochet nets brought to the general public by the Initiative Handarbeit with the Make me take me campaign have certainly also contributed to this.

Fun, individuality, relaxation and repairing instead of throwing away – these are the most important reasons for do-it-yourself.

Sewing, knitting and crocheting are done first and foremost because they are fun, say 57 percent of those surveyed. After the fun of handicrafts comes the desire to repair something oneself, at 45 percent. Other reasons are relaxation and distraction from everyday stress as well as the opportunity to create something with one's own hands and to see the successful result. 37 percent appreciate the individuality of their unique items. Sustainability plays a role for 19 percent.

The main reasons for doing it yourself

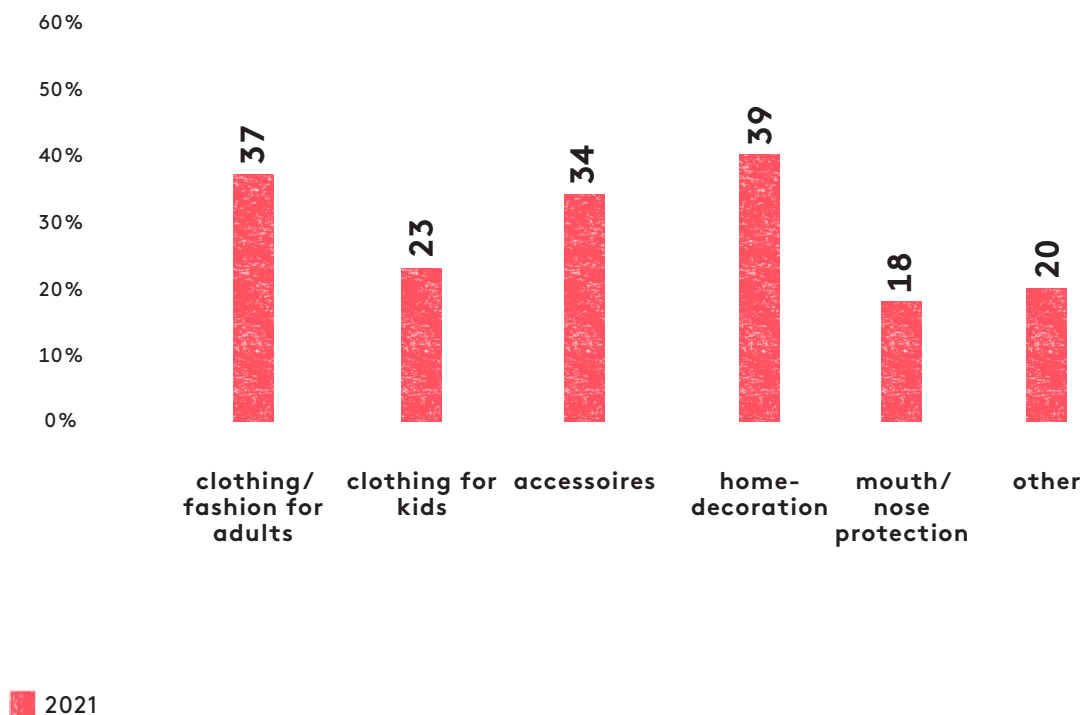


Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

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Home decoration, clothing for adults and children as well as accessories are the main homemade items. Face protection masks were sewn by 18 percent of consumers last year. Women most often do handicrafts for themselves. This is followed by handicrafts for the family with 60 percent, especially if there are children living in the household.

What do you make?



Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

Internet has become the most important source of inspiration

The internet has become the most important source of inspiration by far: 54 percent of respondents now get new ideas here (2018: 21 percent). The websites of brands and platforms such as Initiative Handarbeit play an important role. 47 percent say they use their own ideas.

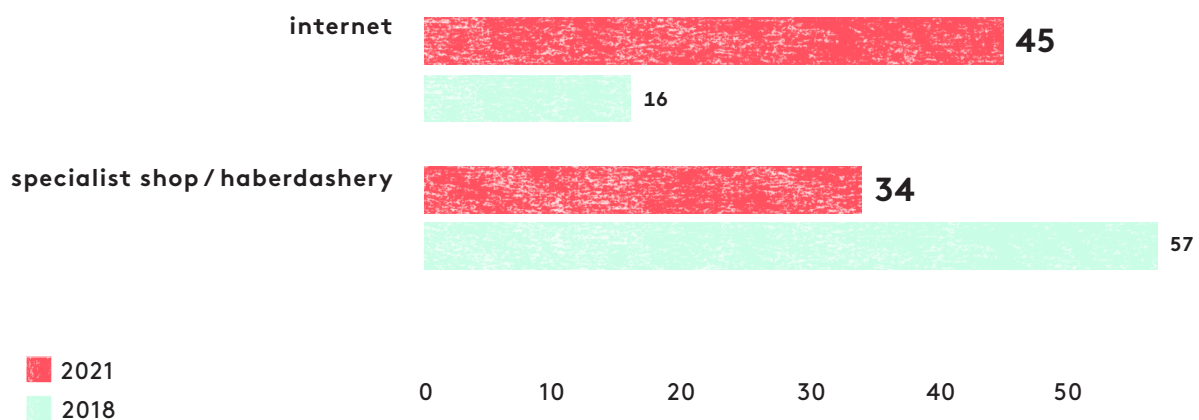


Quelle: GfK Studie Nutzungsverhalten Handarbeit Februar 2021

Covid19 pandemic has significantly changed shopping behaviour

Shopping for materials currently takes place most frequently via the internet. 45 percent of the female consumers surveyed now buy fabrics, wool etc. online. In 2018, it was only 16 percent. This development is clearly at the expense of the bricks and mortar (haberdashery) specialist trade. With 34 percent, they are now only in second place. In 2018, local specialist retailers were still clearly ahead with 57 percent.

Where do you buy your equipment (materials, fabrics, wool, yarn etc.) for handicrafts?



Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

New possibilities to buy locally such as "click & collect" were also used by 7 percent of respondents. This is certainly a one-off snapshot, in the absence of other shopping options, but even after Corona it is assumed that online shopping will continue to increase in the handicrafts business. It will be all the more important to understand and design the bricks and mortar retail environment as a place to meet, to exchange ideas and to enjoy a sensory experience.

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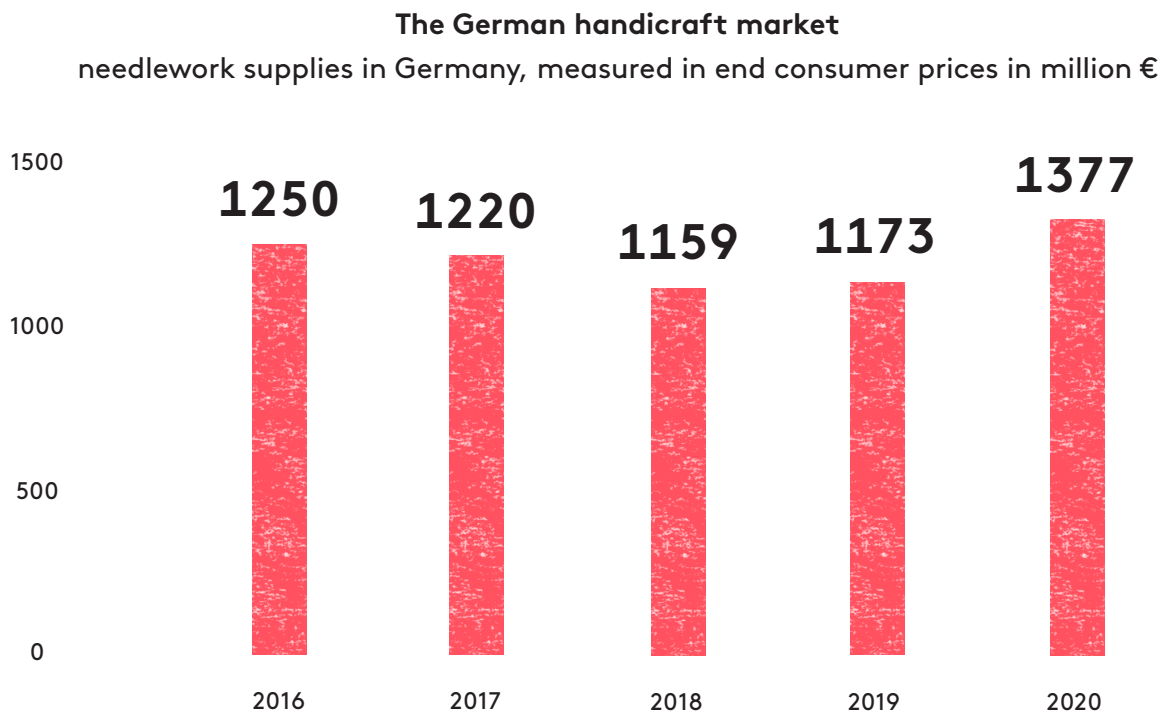
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A new record – The German handicraft market in 2020 in figures

The needlework industry recorded a 17.4 percent increase in turnover for 2020: the total market for needlework supplies in Germany amounted to 1.38 billion euros, measured in end consumer prices, according to the industry association Initiative Handarbeit at the digital trade fair **h+h@home** (Handarbeit + Hobby, 26 to 28 March) in Cologne. In the previous year, the figure was 1.17 billion euros.



Source: Initiative Handarbeit's own research, March 2021

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The DIY boom reflects the trend to spend significantly more time within one's own four walls since the spring of 2020. "Handicrafts, like gardening, DIY or baking, have been discovered as a way to make things pleasant within one's own four walls and to relax from everyday life," says Hedi Ehlen, Managing Director of the Initiative Handarbeit. In addition, there are social developments such as the desire for more sustainability and individuality. In the view of the industry association, the leap in market growth with this 2-digit increase is due to the Corona pandemic.

The main reasons for doing it yourself



Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

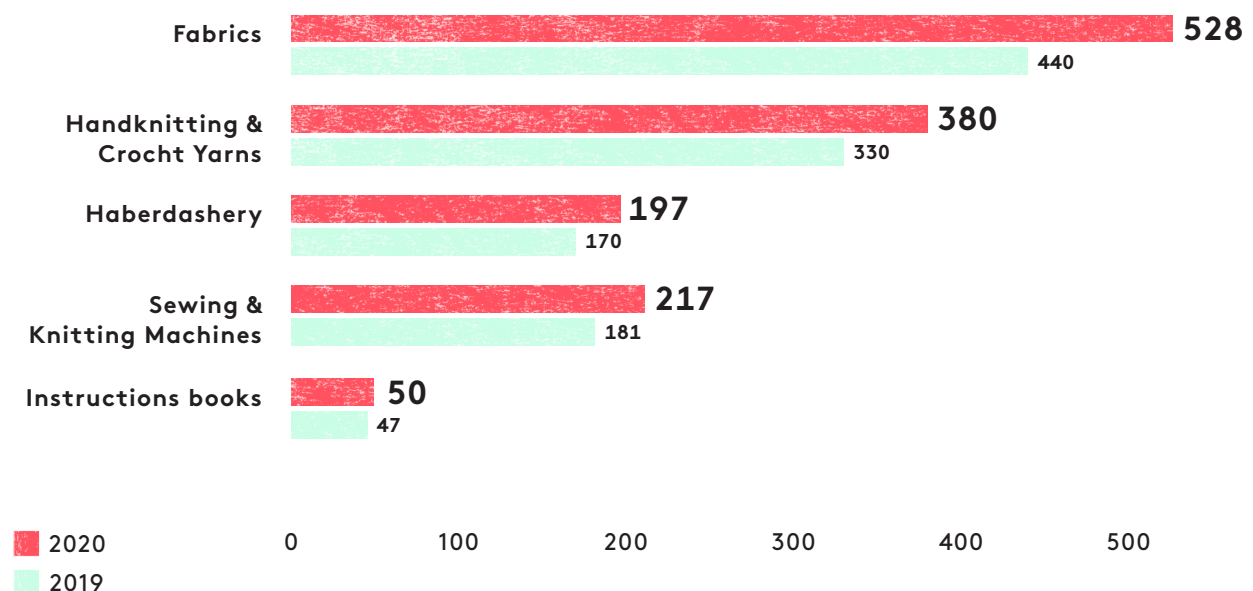
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Sewing remains the strongest sector with sales of 528 million euros achieved in fabrics alone. Compared to the previous year (2019: 440 million euros), this is an increase of 20 percent. There was also a strong increase in sewing threads and haberdashery. Consumers spent a total of 197 million euros on sewing and needlework accessories in 2020 (2019: 170 million euros).

There was a 20 percent jump in sales of sewing machines. Here, the turnover amounts to 216 million euros (2019: 180 million). "This development is certainly related to the Corona pandemic: The sewing of face masks has awakened many people's interest in sewing altogether and has been an entry point for other sewing projects," explains Hedi Ehlen.

A similarly pleasing picture as with sewing is seen in the knitting/crochet sector: Knitting and crochet yarns achieved a turnover of 380 million euros and thus a plus of around 15 per cent (2019: 330 million euros). Knitting is becoming increasingly attractive to younger target groups thanks to new, modern instructions and the large selection of yarns. But crochet is also currently catching up strongly in terms of popularity.

Market Segments development in Mio Euro at consumer prices

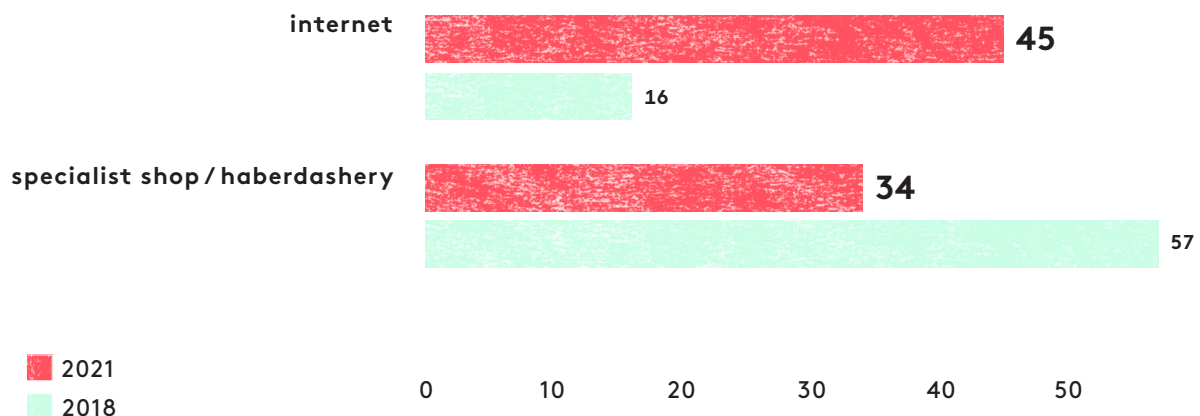


Source: Initiative Handarbeit's own research, March 2021

Challenges for the industry

Despite all the positive market figures, the pandemic-related measures also caused significant shifts in the needlework market. The trend towards digitalisation and online shopping increased significantly due to the months-long closure of the bricks and mortar retail trade. This is shown by the current study "Nutzungsverhalten Handarbeit 2021" (User Behaviour Handicrafts 2021), which GfK Nuremberg conducted on behalf of the Initiative Handarbeit. The challenge for the industry – especially for the specialist retailers – will be to win back customers and interact more with them.

Where do you buy your equipment (materials, fabrics, wool, yarn etc.) for handicrafts?



Source: GfK, Usage behavior of handicraft, commissioned by Initiative Handarbeit, February 2021

Text and images at www.initiative-handarbeit.de/presse

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No. 6 / March 2021, Cologne
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Slow living and easy doing - The trends of h+h cologne @home

Environmentally-friendly and sustainable, simple and uncomplicated - the trends in the handicraft section reflect our current wishes and needs.

When h+h cologne @home kicks off as a purely digital event for the first time on 26 March, many things will be different compared to the previous years. However, what remains the same is that the industry will meet up at h+h cologne, the sector's most important international trading platform, to inform itself about the latest development and trends. And we have summarised which trends are currently occupying the textile handicraft industry for you below.

Handicrafting is sustainable

A trend that has been ongoing in the fashion industry for many years has also arrived in the handicraft section: Slow fashion. More and more people, particularly the young, are concerned about environmental issues and sustainability. They try to handle available resources sparingly and responsibly in an attempt to reduce the ecological footprint they leave behind in the world. Homemade and handicrafting help here in different ways, which is why they are becoming more attractive. Soap sacks for bars of soap are crocheted so that the latter can be used when showering instead of shower gel in plastic bottles. Washable cosmetic pads are crocheted and sewn to replace disposable cotton wool pads. If the old dress has faded or the white shirt has become boring, these can be pepped up again using dyes by Ito and trendy techniques such as dip dyeing or shibori. If the style is no longer appealing, new clothes are tailored out of old ones thus upcycling them. For those lacking in ideas and techniques, there are plenty to be found on the social media and YouTube. For example, Katharina Glas demonstrates upcycling on the theme fashion on her "How to slay grandma's wardrobe" YouTube channel. Frechverlag has meanwhile also published her book bearing the same name as her channel with the subtitle "Sewing upcycled products out of second-hand fashion made simple". A men's shirt is made into a ladies' long shirt blouse, a stylish retro blouse or a playful off-the-shoulder blouse.

Environmentally-friendly materials

Handicraft yarns are falling more and more in line with the eco-friendly trend and the demand for Eco labels is growing - particularly those of GOTS, the Global Organic Textile Standard, because this label is not only about the ecological cultivation of natural fibres and non-usage of harmful substances, but also about animal welfare and fair production conditions with minimum wages and no child labour. The traditional Danish company, BC Garn, relies on GOTS-certified cotton and wool yarns that are almost exclusively made in Europe, because short delivery



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routes are also becoming increasingly important. Furthermore, recycling yarns are also gaining in significance. Kremke offers knitting yarns like "Reborn denim" or "Reborn wool", the raw material of which has not already travelled the globe, but which is indeed recycled in the place the textiles originate from. In the same way, people are falling back on bamboo or wood for knitting and crocheting needles, because this is also more sustainable. And, of course, today one doesn't just use any old sewing yarn to sew with, but "rPET" from Gütermann for example, a high-quality sewing thread made to 100% from recycled PET bottles - made in Germany.

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Maritime Holiday Flair

The company Stoffonkel places value on keeping an eye on the entire supply chain, because only then can one really claim to be sustainable. The core of the Stoffonkel offers comprises of GOTS-certified organic designer fabrics bearing children's motifs. Whereby maritime themes are a special emphasis in 2021. Cheerful stripes meet anchors, starfish, amusing lobsters, crabs and other sea creatures. White with red and blue shades whisk our thoughts off to the beach and sea. Swafing is also betting on maritime with "Holiday". It is namely offering DIY panels that also make it easy for beginners to sew different bags and accessories. The special trick: Instead of fabric by the metre, the sewing pattern is printed directly onto the fabric. So, the parts just have to be cut out and one can start sewing them together straight away. Each step is explained precisely in the supplied detail sewing instructions so that the projects succeed even without previous experience.

Made easy for beginners

Even when crocheted and knitted, pullovers, neckerchiefs, socks and bags are lent an impressive appearance without complicated patterns having to be adhered to thanks to wonderful colour gradients in the yarn. At Lana Grossa a soft, creamy white meets romantic pink shades here or the warm shades of an Indian summer are combined with a yellowy-green. Since the special look is achieved by the colours of the ball of wool, one can knit away in a relaxed manner without a pattern, which is particularly a great advantage for beginners. At Langendorf & Keller a Norwegian pattern ensues directly from the ball of wool, namely in the form of the "Fjord" and "Fjord Socks" items. Here, comfy jersey fashion is called for, but sewing it oneself is not that easy due to the elasticated fabric. However, even beginners can produce elastic seams using a simple straight stitch thanks to the new sewing yarn Seraflex by Amann, which withstand the highest strains.

Don't discard rest materials swap them

And if one has bought more material than needed, the online "Fabric swapping - your DIY exchange" comes to the aid. Here, Lisa Lotta Köhler offers the opportunity to pass unused materials such as fabric, wool, patterns and accessories that have been tossed in the corner on to appreciative hands within the community. In this way, existing resources are used and the environment is spared. The possibility of tracking what becomes of the old treasures, often makes it easier for people to part with them.

Initial highlights from h+h cologne @home 2021

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In addition to "rPET", **Gütermann creative** is also holding further new products in store for the international specialised trade at its digital exhibition stand. These include Deco Stitch 70, a velvety, shiny decorative stitch thread for all those who would like to put all their love and passion into creating something individual. With its multicoloured shades, Deco Stitch 70 creates exciting, fresh effects. What's more, always with a satin-like sheen. The jeans thread Denim 100 m is also new to the line-up. It allows everyone to be creative now and just as stylish and consistent as the professionals. Because whether a new garment is being made from new denim fabric or old jeans, this strong sewing thread is simple and safe to sew with and has a low thread tension. Thanks to its tear resistance and the high abrasion resistance and colour stability, it is equally suitable for basic models and extravagant fashion highlights.

The Prym mini utensil

From now on sewing accessories are always directly at hand: The mini utensil from the "Prym Love" series, accommodates a roll of sewing thread, pins, sewing needles and also a thimble. Both sides of the storage tool are magnetic - which enables fast access to the pins and allows any needles lying around to be picked up easily. Just as practical: The thread cutter integrated into the handle. Furthermore, the stopper made of silicon on the bottom of the mini utensil offers a non-slip grip on any surface. At the same time, the sewing accessory has a creative design with its tool box form in fresh mint, which makes a cheerful eyecatcher on any sewing desk. Also ideal for hand-sewn tasks such as English paper piecing for instance - whether at home, outdoors or on holiday.

Scheepjes YARN Bookazine 11 Macro Botanica

Take a look at the fascinating botanic world through a macro lens and let yourself be whisked away by the beauty and the inventiveness of Mother Nature! In the four chapters of the YARN Bookazine 11 Macro Botanic - Attract, Reproduce, Defend and Grow - Scheepjes zooms in on the impressive abilities of the plants and the amazing things they do to survive and add beauty to the world. This 2021 spring/summer edition of the YARN Bookazine celebrates the life of plants with 16 unique knitting and crocheting designs, interesting articles for instance on the Fibonacci sequence as well as interviews with artists, whose creativity is inspired by botanics. YARN Bookazine is in the meantime more than just an instruction booklet; it has become a phenomenon that is a source of inspiration and information for many handicraft enthusiasts. It is exclusively available for dealers via De Bondt.

Responsibility meets style - Vlieseline introduces new edition of natural products

With the new Fashion ECollection, Vlieseline shows that it is possible to create responsibly without having to compromise on fashion and quality. The collection consists of both - recycled and natural products - from the Vlieseline range. At h+h cologne, the company will be presenting two upgraded products from its sustainability range: Vlieseline G 740 from the garment range is now made of 100% cotton. This garment interlining is particularly suitable for fusing the fronts of jackets and coats. Vlieseline 266 Wool Mix 70/30 from the volume batting range convinces with a higher volume and a very soft touch especially for light quilted jackets as well as for blankets and quilts.

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Digital and creative: h+h cologne @home presents practice-related professional knowledge for the handmade business!



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Good products, competent consulting: Both are a prerequisite for companies that want to convince their customers on a day-to-day basis. What brick-and-mortar retailers can do beyond this to survive in these especially complicated times, reinforce their customer relations and reach new target groups - this will once again be the focus of the h+h cologne workshops in 2021. Because even if h+h cologne is exclusively taking place as a digital format this year: Nobody has to do without the successful and interesting workshops of the international trade fair for handicraft & hobby supplies!

The trade visitors will have ample opportunity in the scope of two digital workshop rooms to inform themselves about the latest trends or innovative marketing measures and adapt ideas for their own business. The spectrum of workshop themes is practice-oriented and diversified, just like the trade visitors of h+h cologne are used to.

Learn to tap into the potential of social media

The social media expert, Mikaela Ioannou, for example is examining how the pandemic has changed the buying behaviour and what expectations the customer is placing in the retailers as a result. Because if the customers can't go to the stores, they make their purchases from home. But what possibilities do the shop owners have to come into closer contact with the customer? The "Facebook 2021 - new opportunities" course provides tips for fast, creative action in addressing the customer, precisely where he happens to be. And because Instagram and WhatsApp business is becoming more and more popular as a means of direct communication between buyers and dealers, the media scientist provides tips in the course entitled "Digital in the retail trade: Instagram shopping and WhatsApp business" on how these channels can be used to remain in contact with the customer and win over new buyers.

"Rock your Instagram Stories" is the name of the workshop with Susi Strickliesel. This is an interactive beginner course. You are already busy posting photos on Instagram, but haven't dared to try Stories yet? In this workshop, Susi Strickliesel shares her very own tips so that participants can actively use this Instagram function for their company or blog. Trade visitors, who are interested in this course should create their own Instagram profile beforehand, if they have not done so already.

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Perfectly staged products

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If you have an Instagram presence, one of the questions that arises is how to fill it with attention-grabbing product photos. This is where Tanja Kosub comes in. In a practical workshop, the stylist & set designer for advertising photography conveys how to turn product photos into customer magnets. Because a photo attracts our attention in a tenth of a second. Or maybe not. In just a few steps and with the right props, Tanja Kosub shows how an optimal image composition can be achieved and effective product photos staged. And of course, they do not only have to be used on Instagram.

Addictive creative ideas

Of course, one can (re)discover and try out new and old creative techniques in many workshops this year again. The stylist, florist and freelance editor, Jutta Nowak, shows how easy it is to create an eye-catching statement hoop for walls and doors with tubular yarn made of paper. Furthermore, plenty of valuable information is provided on the new paper yarn material and its creative potential. The course by Nienke van der Zwan is about expressive plate painting. Inspired by the ancient Aboriginal art of dot painting, once back home she experimented to find her own style and technique. In her workshop she demonstrates how simple and entertaining it is to transform ceramic into amazing dot painting art. But beware: This workshop can lead to addictions. In the Netherlands one is talking about the #stipstijlvirus!

“Zippers” and animal pompoms

The tailor, Inge Szoltysik-Sparrer, is well-known from television, where together with Guido Maria Kretschmer she recently served as a jury member to find the most talented hobby sewer in Germany in the second season of “Geschickt eingefädelt”. At h+h cologne, she will demonstrate different ways of placing zippers perfectly on clothing. Or how about something “cuddly” for a change? Then Petra Hoffmann's course is perhaps the right choice. Under the motto “Head seeks stomach with heart”, the self-employed designer and author's course shows how pompom templates can be transformed into a cute, cuddly friend. The participants pack an animal pompom, cut it into shape and prepare it so that it can be mounted onto the special pre-produced body. Incidentally, the required material is dispatched to all of the people, who have booked this course, in advance.

Self-organisation: the secret of success

The first step towards success is often the most difficult: self-organisation. At h+h cologne 2021, Kati Müller helps workshop participants successfully overcome this hurdle with a “Bullet Journal”. The 46-year-old founder of the label “Malamü” initially gives an introduction to the topic and then it immediately become hands on. All participants receive a 5-point plan for more focus on their own success factors and start their journals in the workshop.

It pays to be quick off the mark: Secure admission tickets now!

Admission tickets for these and further courses are available immediately from the Ticket Shop of h+h cologne. It pays to be quick off the mark, because the maximum number of participants is strictly limited for all workshops and the applications will be processed according to their date of receipt. Furthermore, some of the courses

require active, practical participation. This is why the participants are sent a package containing the materials needed in advance. The cost for a workshop that involves the dispatch of material is Euro 35, participation in a workshop that requires no materials is Euro 25.

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A complete overview of the workshop programme is available on the h+h cologne website at <https://bit.ly/3l3JQER>. Admission tickets for the trade fair and for the individual workshops are available from the Ticket Shop of h+h cologne at <https://bit.ly/2OJFtTe>. Access to the event platform is not yet possible for visitors, but as soon as h+h cologne @home is also open for visitors, the latter (if they have already purchased an admission ticket) will be informed automatically per e-mail. This will happen a few days prior to the opening of the fair in the course of a so-called "soft opening". From then onwards, the visitors will be able to enhance their profile, establish initial contacts, arrange appointments during the trade fair and note down their programme highlights prior to the official opening of the trade fair.

Note for editorial offices:

h+h cologne photos are available in our image database on the Internet at www.hh-cologne.com in the "Press" section.

Press information is available at: www.hh-cologne.com/Pressinformation

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#hhcologne #hhcologne@home

h+h cologne @home becomes the digital meeting point of the textile handicraft industry



h+h cologne
26.03. - 28.03.2021
www.hh-cologne.com

It has been the international meeting point of the textile handicraft industry for many years: h+h cologne. However, unfortunately the most important business platform of the industry wasn't able to take place last year. And a physical trade fair on-site is not possible this year either. But Koelnmesse isn't letting itself be discouraged and is initiating an alternative, digital trade fair format called h+h cologne @home from 26 to 28 March 2021. And the huge interest shown by many well-known exhibitors immediately after the concept was announced demonstrates how much the industry has been waiting for such an offer.

Some of the most significant companies, namely Addi by Selter, Amann Mettler, Belousek, Burda create!, Dill Buttons, frechverlag, Gütermann, Katia, Lana Grossa, Langendorf & Keller, Lang Yarns, MEZ, Novita Oy, Permin, Prym, Swafing, Veno and Verachtert confirmed their participation immediately. Within three weeks well over 50 exhibitors were already on board. As such, the signs are good that the digital version of h+h cologne is going to be an adequate substitute meeting point for the handicraft industry in the times of the pandemic. Companies, which want to present themselves on the platform of h+h cologne @home and thus draw attention to their products and services, can already participate at h+h cologne @home with a favourably-priced Basic package.

From the lobby to the digital exhibition stand

For trade visitors h+h cologne @home begins in the lobby, the individual starting point, which provides an initial overview of the programme, exhibitors, speakers and meeting points. From there one proceeds to the Show Floor, the counterpart to the exhibition hall. Large "Brand Cards", i.e. attention-grabbing tiles bearing the logo and information of the individual exhibitors offer a clear structure and make it easy to selectively search for companies, products and brands. Subsequently, the exhibitors then present themselves in their so-called "Showrooms". The visitors find out interesting news about the companies and their new products at this "digital exhibition stand". Exhibitors, who want to present themselves to the digital trade visitors in an even more striking way, can take advantage of the different offers: For example, product highlights can be perfectly positioned on the "Product Stage" and demonstrated in action.

Networking is a fundamental part of the trade fair concept

The digital networking is a fundamental part of the new platform. Both the exhibitors and the visitors are given the opportunity to select new contacts, network

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District Court Cologne, HRB 952

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and open up new target groups. Here, a wide range of filters help find interesting contacts. Focused chats and specific appointment and contact enquiries enable users to hold one-on-one conversations or invite whole groups to engage in an exchange at the virtual exhibition stand. Existing and new contacts can then of course be added to one's own contacts. Of course, the possibility of being able to subsequently view the data of the visitors of their own digital exhibition stand - totally in compliance with the data protection provisions naturally - is of extreme interest for the companies. Networking has never been so comprehensive and yet simple before.

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Also a digital must: The event programme of h+h cologne

The event programme of such a significant industry platform as h+h cologne is of immense importance in particular for trade visitors from the trade. Because precisely now it is important to get to know the current trends and engage in an exchange with industry partners, specialists and industry experts to make sure one is fit for the future. As the most important trade platform of the textile handicraft industry, h+h cologne naturally also offers this in digital space. The trade audience can thus also look forward to an extensive and high-class programme this year too. Experts will explain their latest cognitions on the Talk Sofa, experienced practitioners will give tips and share new industry insider information with the audience. And the popular workshops won't be amiss either. One can also book a workshop digitally and get to know handicraft trends and techniques together with others, which can subsequently be implemented for customer bonding and the acquisition of new customers. Further details will be revealed soon.

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