

Press release

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

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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