

No. 6 / March 2021, Cologne
#hhcologne #hhcologne@home

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



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

Your contact:
Michael Steiner
Tel.
+49 221 821-3094
Fax
+49 221 821-3544
e-mail
m.steiner@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marner

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Initiative^{e.V.}
Handarbeit

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.

Page

2/4

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

Page

3/4

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.

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

If you reprint this document, please send us a sample copy.

h+h cologne on Facebook:

www.facebook.com/hhcologne

Your contact:

Michael Steiner

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-3094

Fax +49 221 821-3544

m.steiner@koelnmesse.de

www.koelnmesse.com