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#hhcologne

Uniqueness as the key to success of the textile handicraft industry

Companies and the specialised trade from all over the world come together in Cologne at h+h cologne 2023 for the most important international trade fair for the textile handicraft industry.

'Be creative. Be unique.' Is the name of the game when the international trade fair for creative handicraft and hobby supplies, h+h cologne 2023, opens its doors again from 31.03.-02.04.2023 as the largest ordering platform of this kind worldwide. Then, 280 exhibitors from 41 countries will present the world's largest spectrum of products, innovations and trends for sewing, crocheting, knitting, embroidery and crafting activities to the global specialised trade.

The motto 'Be creative. Be unique.' that accompanies the specialised event programme of h+h cologne this year, also describes the motivation that prompts so many people to opt for textile handicrafts as a pastime. According to a survey carried out among the newsletter subscribers of the Initiative Handarbeit e.V., in addition to fun and relaxation, three out of four respondents stated that the reason for them doing handicrafts is the desire to have an individual product. The desire to distinguish oneself from the masses is also a competitive factor for the specialised trade that shouldn't be underestimated. Which is why the trade fair's event programme will also address the theme of how one can optimise one's business compared to others by being unique, as well as which creative ideas can be used to find new customers and strengthen customer loyalty.

After exceptional years: A return to the normal level

In spite of the unabated trend towards handicrafts, the tense economic situation has also had an impact on the industry. As such, the overall market for handicraft supplies in Germany amounted to around Euro 1 billion measured in prices paid by the end users, as the industry association, the Initiative Handarbeit, announced at h+h cologne in Cologne. The market has thus declined compared to the previous years. Whereby, handicrafts were especially popular with the consumers during the lockdown, which led to the turnovers growing significantly in the years 2020 and 2021 (EUR 1.3 and 1.2 billion respectively). "The uncertainty triggered off by the war in the Ukraine is having an impact here as well as the buying restraint because of the lower budgets resulting from the high inflation rate," is how Hedi Ehlen, Chief Operating Officer of the Initiative Handarbeit explained the decline.

The year 2023 got off to a good start for the handicraft industry

The stationary trade experienced a positive signal and was able to win back



h+h cologne
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www.hh-cologne.com

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turnovers from the online trade in 2022. This is a sign that the personal consulting competence and the possibility of being able to feel the fabrics when buying plays an important role for the users. However, one is very cautious about making forecasts, because the market and the mood is reacting very sensitively to external factors, Ehlen added. She also stated that this is why h+h cologne's role as a stimulus for new trends and an international platform for the creative community is more important than ever in these times.

Art meets business: "Woolinale" celebrates its debut at h+h cologne 2023

But not only the industry places great hopes in h+h cologne and its visibility. Ambitious hobby crochet enthusiasts as well as artists of international acclaim will present themselves to the international trade audience in the vicinity of and also at the trade fair. For three days, things will get artistic, extraordinary, creative, colourful, exceptional and surprising in and around the Cologne fair grounds as well as in front of and at the Entrance South. Because artists from all over the globe will then present their textile pieces of art in Cologne at the "Woolinale", the 1st International Yarnbombing Festival, which is being held for the first time in Germany.

Yarnbombers create pieces of art for public spaces - often very humorous, as original eye-catchers, but also frequently as a statement about a particular issue, which is conveyed in this unusual way. The exhibits of the participating artists will be on display at and in front of the Entrance South and thus also accessible for end consumers. In this way, interested parties, who are not allowed to attend the trade fair, h+h, can experience the pieces of art close-up and let the special charm of these works of art make an impression on them.

Note for editorial offices:

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