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#hhcologne #hhcologne25

h+h cologne 2025 kicks off the new year with a powerful signal: New zones, renowned speakers, and diverse event highlights

**Event programme now available +++ Online accreditation open +++
Leading exhibitors confirmed +++ Focus on local retail +++ New
zones for enhanced variety**

h+h cologne 2025 promises to once again be the highlight of the handicrafts industry: From 7th to 9th March 2025, top exhibitors, renowned industry experts, and a diverse event programme will create a pivotal platform for innovation, exchange, and inspiration. The key themes—Trends & Innovation, Marketing & Technology, and Business Development & Sustainability—are unified under the overarching motto "Local Retail: Creating the Future," aimed at driving sustainable growth for local retail.

Event Programme Focused on Retail

The h+h cologne 2025 will serve as a central hub for inspiration, knowledge sharing, and forward-thinking strategies. In addition to a diverse range of exhibitors, attendees can look forward to a curated event programme designed to strengthen local retail and provide actionable insights. Esteemed speakers, including retail expert Frank Rehme, author and content creator Eni-Josephine Kirsch, and author Stefan Keller, will share their expertise on topics like AI, content strategies, and best practices. The three-day programme spans various zones and formats, offering insights into trends, innovations, and emerging technologies.

Particular focus will be placed on the three core themes—Trends & Innovation, Marketing & Technology, and Business Development & Sustainability—which will be explored daily through masterclasses and panel talks. Under the key theme "Local Retail: Creating the Future," the h+h cologne offers an indispensable programme aimed at preparing local retailers for the challenges and opportunities ahead.

"With a unique blend of inspiration, expert knowledge, and practical insights, h+h cologne provides a stage for shaping the future of local retail—a space where trends are discovered, knowledge is shared, and visions for tomorrow's retail are developed," summarises Katrin Schön, Director of h+h cologne.

Highlights of the Event Programme

The panel talk "The Future of Retail is Now!" on 7th March 2025, from 12:00 to 13:00, will bring together leading industry experts like Frank Rehme and André Schröder to discuss the most pressing trends and developments in retail. Together,



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www.hh-cologne.com

Your contact:
Marvin Grollius
Tel.
+49 221 821-2265
e-mail
m.grollius@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

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

Headquarters and place of
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Cologne
District Court Cologne, HRB 952

they will explore how retailers can take proactive steps today to secure tomorrow's success.

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The masterclass “Social Media & Meaningful Influencer Collaborations” on 7th March 2025, from 15:20 to 16:20, will feature Laura Grashoff and DIY Eule–Nastasia Mohren—providing practical insights into professional brand partnerships. Participants will learn how companies can build successful and sustainable collaborations with content creators.

On 8th March 2025, from 15:20 to 16:20, the masterclass “Sustainable Yarns in Your Product Range: The Key to Increased Sales?” will take centre stage. Dagmar Fresenius, founder of the sustainable wool label mährle, and Ute Hänke, Managing Director of the wool shop Wolleken, will host an interactive session demonstrating how retailers can successfully incorporate sustainable yarns into their offerings, complete with a live practice check on stage.

The masterclass “Brand & Image Building in the Luxury Segment” on 9th March 2025, from 15:20 to 16:20, will provide exclusive insights into the world of luxury branding. Fatima Halwani, founder of Fatima Halwani Couture, will share her success stories and discuss the challenges and opportunities involved in building and marketing a luxury brand.

A recurring highlight of the event programme is the daily fashion shows by the Initiative Handarbeit. At 11:00 am, 1:00 pm, and 3:00 pm each day, the runway comes to life, showcasing creative designs and the latest trends from the world of crafts. Visitors on Saturday will also have an additional opportunity to enjoy the fashion show at 5:00 pm.

New Zones: Green Zone and Trend Zone

Another standout feature of the h+h cologne 2025 is the introduction of the Trend Zone and the Green Zone, created in collaboration with the working group for circular design, designdirective & Julian F. Eckes. As sustainable alternatives become increasingly prevalent, the need for guidance within the industry grows. These new zones will provide exciting insights into the green segment of textile handicrafts.

The Green Zone focuses on sustainable product concepts and offers modular perspectives on forward-thinking actions, while the Trend Zone highlights sustainable fabrics and innovative materials. Visitors will have the opportunity to examine and discover the sustainable products of exhibitors in detail.

Innovative Concepts for the Future

A notable highlight is the textil trainer by TU Chemnitz—a free digital learning platform aimed at addressing the industry's shortage of skilled workers. With additional language versions, the platform becomes even more accessible, and its content is developed in close collaboration with industry experts. Attendees can explore this groundbreaking technology in detail at the h+h cologne.

Another remarkable concept comes from [GOR Woollen Mill](#), which is fully committed to sustainability. From processing raw fibres to producing finished yarns, every step is designed to minimise resource consumption. The company, run by a husband-and-wife team, uses solar energy for production and sources alpaca and sheep wool exclusively from local farms in the Australian outskirts. Visitors to the h+h cologne can experience the philosophy and sustainable products of this unique initiative firsthand.

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Industry Leaders Gather

Once again, many renowned companies in the industry have confirmed their participation in the h+h cologne 2025. These include Amann Handel GmbH, Bernina International AG, Brother Sewing Machines Europe GmbH, Clover MFG. CO., Dill Knopffabrik, Ferd. Schmetz GmbH, FIL KATIA SA, Gustav Selter GmbH & Co. KG (addi), Gütermann GmbH, JuMai GmbH (Juki), Lang & Co. AG, Initiative Handarbeit, Madeira Garne, Prym GmbH, Rico Design, Schoeller Handstrickgarne, Swafing GmbH, The DMC Group, and the publisher Aenne Burda.

The number of start-ups and companies presenting new concepts in the Easy Entry Zone has also grown this year. These companies will showcase their innovative ideas and creative solutions for the textile handicrafts industry. Among them are Bara Studio, Schnittliebe, Weberei Hofer KG, and many more.

All announced event programme details are now available on the official [website](#). Press and content creator [accreditation](#) is also now open. Tickets for the event can be purchased through the official [ticket shop](#).

Koelnmesse - trade fairs for the handicraft industry

As an organiser of innovative and important trade fairs worldwide Koelnmesse is the global market leader in the handicraft & hobby sector. h+h cologne is the leading trade fair for textile handicrafts and the industry's largest international inspiration and order platform. Koelnmesse also supports companies in reaching international markets, which is why it has expanded its fibre arts portfolio in the USA: h+h americas, a platform for the North American knitting, sewing, textile and craft industries, uses pioneering formats and online solutions to put the industry's products and services centre stage. The hybrid trade show in Rosemont, Illinois, offers both digital and on-site experiences to maximise reach and impact. The Fiber+Fabric Craft Festival in Rosemont, Illinois, is a new consumer trade show that brings together crafters, creatives, and innovators for education and to showcase the latest trends, products, and techniques in knitting, crochet, needlepoint, cross stitch, felting, sewing, quilting, and cosplay.

Next events:

h+h cologne - March 7 - 9, 2025 - Cologne, Germany
h+h americas - May 7 - 9, 2025 - Chicago, USA
Fiber+Fabric Craft Festival - May 1 - 3, 2026 - Chicago, USA

Note for editorial offices:

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

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

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Your contact:

Marvin Grollius

Public & Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Telefon: + 49 221 821-2265

m.grollius@koelnmesse.de

www.koelnmesse.com