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h+h

"Inspired by Crafts. Built for Business." - h+h cologne is presenting its modernised brand identity and placing the spotlight on the community

From 20 to 22 March 2026, Cologne will once again become the pulsating heart of the world of textile handicrafts: h+h cologne is inviting trade visitors, creative and industry experts from all over the globe to discover trends, experience innovations and shape the future of handicrafts together.

Under the new motto "Inspired by Crafts. Built for Business.", the leading international trade fair is presenting its modernised brand identity and is placing a clear focus on what makes it unique - its vibrant community.

h+h cologne 2026 is taking off with fresh impetus and a revised brand image. The trade fair is thus underlining the creative and economic power of the textile handicrafts industry - and how crucial community, knowledge transfer and a collaborative exchange are for its success. Spread over two compact, most likely fully-booked hall levels, h+h cologne will offer an inspiring trade fair experience that focuses on clarity, personal encounters and added business value.

New brand identity - inspired by handicrafts, designed for the future

The revamped appearance of h+h cologne reflects the creative energy and diversity of the industry. The new design, characterised by patterns and structures reminiscent of stitching and embroidery motifs, builds a bridge between handicraft tradition and international business. The slogan "Inspired by Crafts. Built for Business." sums up what the trade fair stands for: the connection between creativity, competence and commercial success.

"Our goal is to continuously further develop h+h cologne as the leading global trade fair and position it for the future. The new look also expresses this: Modern, fresh, creative - with the handicraft techniques as an essential basis," explained Katrin Schön, Director of h+h cologne.

Community as success factor - h+h cologne 2026

The centrepiece of the trade fair is the community itself: Committed exhibitors, dealers, designers and experts contribute their knowledge, creativity and experiences to drive the industry forward together. Solutions for the challenges of today and tomorrow are developed in interactive formats, practical workshops and inspiring masterclasses - always with the goal of strengthening the specialised trade sustainably and making it future-proof.



h+h cologne
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Whereby, h+h cologne doesn't purely see itself as an austere platform, but more as a lively creative space where new ideas arise, synergies grow and genuine partnerships are fostered. The active participation of the community transforms the trade fair into a place where innovation, tradition and economic efficiency go hand in hand.

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Secure your tickets now and become part of the movement

Those who want to co-shape the textile handicrafts industry, discover new business opportunities and experience the power of the community, should save the date in March 2026 in their diary. Tickets for h+h cologne 2026 are available now [here](#).

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 americas - May 7 - 9, 2025 - Chicago, USA

h+h cologne - March 20 - 22, 2026 - Cologne, Germany

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.

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

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