

Press release

- Not to be published before 29.03.2019



No. 6 / March 2019, Cologne

#hhcologne

h+h cologne 2019: Leading global trade fair of the handicraft industry expands further

The world's most important handicraft trade fair is bigger and more international than ever before

Super summer had an impact on the industry's turnover development

Event and lecture programme supports the bricks and mortar trade

With 429 companies from 43 countries h+h cologne 2019 is bigger and more international than ever before and is confirming its position as the world's largest order platform of its kind. In this way, the world's largest handicraft trade fair once again increased its number of exhibiting companies by nearly 2 percent compared to 2018 (423) and the number has indeed doubled since 2009. After Germany, the countries most strongly represented are Italy and Great Britain with 30 companies apiece, followed by Turkey with 28 exhibitors. The share of foreign exhibitors thus lies at a very good 74 percent, one percent more than in the previous year.

From 29 to 31 March, the exhibitors will present a colourful mixture of new products from the sewing, crocheting, knitting, embroidery and crafting sectors to the approx. 16,000 trade visitors awaited. Furthermore, workshops, special events and an attractive event programme will offer the specialised trade manifold creative ideas for the point of sale. The specialised trade can look forward to the latest trends, wool, yarn, material and accessories collections for the Spring/Summer as well as for Autumn/Winter 2019/2020. But also the latest machines, handicraft tools, accessories, creations and technologies as well as fascinating creative ideas will be exhibited at the trade fair.

Hot summer had an impact on the industry

The textile handicraft industry turnover more than Euro one billion again last year. However, the hot and long summer and the structural changes within the retail trade had an impact on the industry. The overall market for handicraft supplies in Germany was estimated to be Euro 1.16 billion, measured in end consumer prices and is thus 5 percent down on last year's figures, as the "Initiative Handarbeit e.V." industry association announced at the trade fair in Cologne. Sewing continues to be the highest turnover section: A turnover of Euro 420 million was made with fabrics alone. However, after years of strong growth, a decline was recorded compared to the previous year according to the industry association.

The sales of haberdashery items are developing in a similar way to the fabric sales. The consumers spent Euro 170 million in total on sewing yarns, ribbons, zips and co. in 2018. On the other hand, the figures for sewing machines remained constant:



h+h cologne
29.03. - 31.03.2019
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)
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

Here the turnover amounted to Euro 175 million as in the previous year. The knitting segment is always particularly strongly influenced by the weather. The long, hot summer had a particularly strong influence on the buying and leisure time behaviour of the consumers. A turnover of Euro 340 million was attained with knitting and crocheting yarns. Knitting and crocheting are still popular hobbies. These are being enhanced by new trends such as weaving or so-called punch needling.

Page

2/3

The event programme is supporting the specialised trade

This year the trade fair's motto is "colour your business". Hence, the lecture and talk programme is going to be correspondingly colourful and diversified. Over the course of three days, the guests of the "my lovely livingroom" event surface - authors, designers and experts - will strive to get the specialised trade fit for the new season. Here tips on the latest trends, plenty of inspiration and know-how for success-oriented marketing with emotions and colours will be conveyed. Furthermore, the event and workshop programme of h+h cologne 2019 is placing a special focus on current and successful approaches for new customer acquisition, sales promotions and customer loyalty.

The stationary retail trade is indispensable for the industry.

According to the "Initiative Handarbeit e.V." this is even more important since the digitalisation and the changed consumer behaviour of the users is having a continually strong effect on the handicraft market too. Online competition and heavily increasing rental prices in the attractive locations of many cities have led to specialised shops being faced with the threat of having to close. As an impulse-driven industry, the local retail trade is indispensable, according to the association. This is why the target group which, as in other sections, is using online shopping more and more, has to be picked up by the bricks and mortar specialised trade with tailor-made offers.

Lecture and event programme provides tips on customer acquisition

The lecture and event programme of the trade fair picks up on precisely this aspect and provides the trade visitors with a source of inspiration and tips for marketing and customer acquisition in times of the rapidly progressing digitalisation. For example, in his lecture the business psychologist, Prof. Dr. Ingo Markgraf, will address the question "The digital generation - is there any hope for the smartphone junkies?" and will explain what the specialised dealers can do to understand the young generation better and win them over as customers. Of course, the theme social media and how it should be implemented correctly to make one's business more successful, doesn't get a raw deal either. For instance, the stylist and set designer, Tanja Kosub, gives the trade visitors plenty of tips on the Red Sofa, as to how "to professionally arrange sales-boosting photo presentations for the shop, blog and social media." And Karin Wahl, author, designer and trainer for visual marketing will present a special event called "Handmade Windows" - imitating display window design. She demonstrates how one can design display windows in such a way that the passers-by stop and enter the shop - even during the weaker summer months. In the scope of on-site tours, the expert will provide corresponding practical tips and also looks at the costs.

The trends of the coming season: Individuality and wild mixtures

The spectrum of colours is also going to be very individual and diversified in the coming seasons and ranges from pastel shades, to bright candy colours and autumn shades, through to very dark colours. Towards the autumn and winter the colours will become more muted and more noble. The range of colours is going to be enhanced by mustard, berries and purple. Regarding the materials high-quality fibres are in strong demand - whether animal or plant-based or a mixture of the two. Such as alpaca wool. The "Perfectly imperfect trend,, which is present in all product sections, is also new: True to this motto different qualities and structures are being mixed in the hand knitting section, which result in the creation of ultra-modern fresh looks. Wild pattern mixes continue to satisfy the need for individualism. But the trend patterns also include diamonds, animal prints such as Leo, but also watercolour patterns with paintbrush strokes and splashes of colours.

Sustainability - changes in the production, material and packing

Care is not only being taken that the material is recyclable and the environment protected, the theme sustainability also plays a big role in the production process. It is becoming increasingly more important for the manufacturers, but above all for the end users, that yarns should be ecological and that it is clearly identifiable where the yarn originates from.

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