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#hhcologne

Individual, colourful and sustainable: The trends of h+h cologne 2019

What new products the textile handicraft industry has to offer: From 29 to 31 March, the focus is once again on trends and innovations at this year's h+h cologne. Over 420 exhibitors will present their products at the world's largest handicraft trade fair true to this year's motto "colour your business!" A colourful mixture of new products from the sewing, crocheting, knitting, embroidery and crafting sectors. One thing is already certain: Individuality and wild combinations are the big trends for the coming year.

Colours? Anything that pleases is allowed!

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. "The colours are becoming clearer and more vibrant again. One is displaying more courage to bright colours again," said Achim Hamann, Executive Director of ONline. Dörte Brilling from HANDMADE Kultur also confirms the trend towards brighter colours: "One has the feeling one is letting oneself drop onto a bed of blossoms: diverse orange shades, predominantly coral, the trend colour of 2019, but also blue, a rich dark red, yellowish-green, sage - in short everything that is alive, shines out and looks fresh."

Towards the autumn and winter the colours will become more muted and more noble. "The range of colours will be enhanced by mustard, berry and purple," according to Hans-Gerd Swafing, Managing Director of Swafing GmbH. What's more, autumn-like colour combinations will hit the scene - "honey, warm orange and (terracotta) red will be the decisive colours according to the trend expert Gabriela Kaiser, as well as earthy brown shades, leaf colours and reduced natural shades. Combinations like beige with a cool grey or sand alternate with intensive colours such as dark green, petrol or violet. But also natural or wool white will continue to be trendy next season! Next year we will see "interesting colour combinations, plenty of golden yellow, brown and red violet shades," revealed Tanja Steinbach, designer at Lana Grossa. Special colour gradients and colours will be popular above all for the themes yarns and wool. Wool for diamond patterns such as Magic Diamonds by Fil Katia and yarns like Poly Glow by Mettler, which glow in the dark, are just two of the special head-turners.

Materials - high-quality, mixed and sustainable

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. Whereas animals were the omnipresent motifs last year, in 2019 their wool is going to be very popular again.



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David MacLeod, Brand Manager at Rowan, describes it as "the most important fibre of the past two seasons." Merino and cashmere wool as well as satin continue to be hip. LANGYARNS presents SETAYAK, a natural yarn with yak. However, totally in line with the trend towards sustainability, exciting mixtures between animal fibres and plant-based fibres are becoming increasingly more important this year. For example, ggh NORVIKA will be presented this year - a pure new wool combined with organic nylon.

Rico Design is betting on the "Perfectly imperfect trend, which is present in all product sections: 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," stated Katharina Jacobs. In the yarns section, the surface structures and Jacquards are taking on a sophisticated and exciting appearance, i.e. at ONline and Fil Katia. "Interesting tweeds, hairy through to roughened yarns and glossy effects invite the users to experiment and try out new combinations," Tanja Steinbach from Lana Gross confirmed too.

Sustainability and high quality are a must, but the materials should also be soft! Which is why fake fur and teddy fabric are in too," said Gabriela Kaiser. Lane Mondial are thus bringing thick, fluffy wool like the new X-Elle with them to h+h cologne 2019.

Patterns - individual is still en vogue, the mix reigns

The fabric wholesaler Swafing feels there is great demand on the market for special qualities and individual clothing fabrics: "More and more hobby seamstresses are opting for exclusive and high-quality fashion fabrics in the colours of the season. But there is also a wide variety of qualities with flowing viscose woven fabrics, Jacquard jersey, tweed and wool, through to bathing Lycra." 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. In the children's button segment for instance the button manufacturers, Dill Buttons, are bringing out new products with sloths, police cars and diggers. Hand-dyed yarns are also individual.

The manifold handicraft techniques remain playful. "In the case of the wool patterns, plaits, pimples, sterns are making things more sophisticated - but always noble and elegant," commented Dörte Brilling from HANDMADE Kultur. In an era when people like beautifying products with decorations, pompons, tassles, embroideries and sequin motifs will be the rage on sewn and knitted items, the trend expert, Gabriela Kaiser, revealed. Prym's new "Pompon Maker 2 in 1" is also paying for this. She thinks techniques that quickly lead to visible results, such as arm-knitted maxi blankets or needle punching with its cool 3D look, for which Rico Design is presenting an all-round care-free package, will be very popular. Furthermore, the items can shimmer and sparkle in metallic look.

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. The trend expert Melanie Berg emphasised the trend: "It is becoming increasingly

more important for the manufacturers, but above all for the end users, that yarns should be ecological and that this is clearly identifiable. The customers want to know exactly where the yarn comes from and be informed about the production conditions for both the humans and animals." For Thomas Selter, Executive Director at addi, production in Germany, a high innovation rate, replacing plastic with paper and cardboard as far as possible and the reusage of packing is the way forward. Other companies such as Dill Buttons are also opting for "made in Germany" production". And Scheepjes® is also bringing out a product line made of recycled materials soon. Schoeller Süßen has been implementing an eco-friendly production of pure new wools for some time already as well: "The EXP technique that Schoeller implements is chlorine-free as opposed to conventional anti-felt finishing methods. Up to 50 percent less water and less chemicals are implemented in the production compared to existing methods," the studio director, Käte Stödter, reported.

These are just a few of the current new products and trends that can be discovered at h+h cologne. As the world's largest ordering platform of its kind, the international trade fair for creative handicraft & hobby offers the trade visitors a comprehensive spectrum of innovative sewing, crocheting, knitting, embroidery and crafting products. At h+h cologne 2019, over 420 exhibitors from 45 countries will present their latest products, trends and collections to an international audience.

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