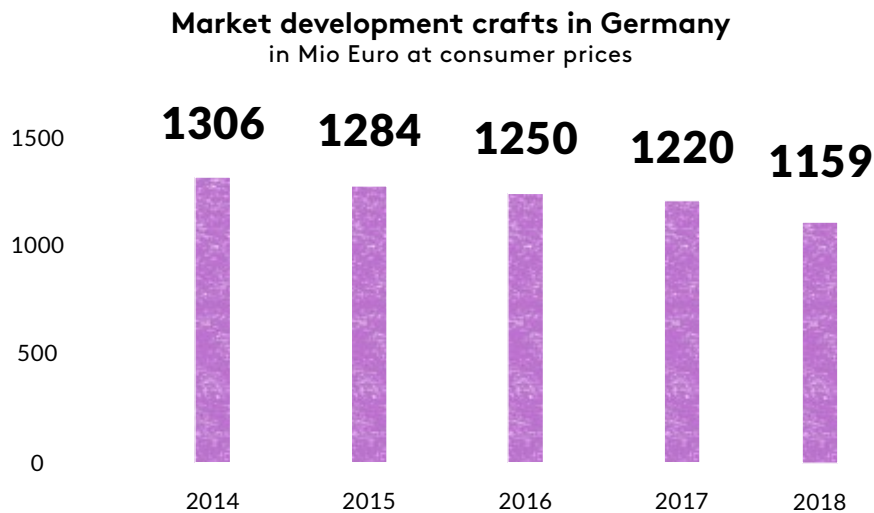


Press Release

Press conference for h+h cologne on 29.03.2019

Strong inspiration and new ideas - the changing handicraft industry

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 association announced in Cologne at h+h cologne (Handicraft + Hobby, 29 to 31 March).

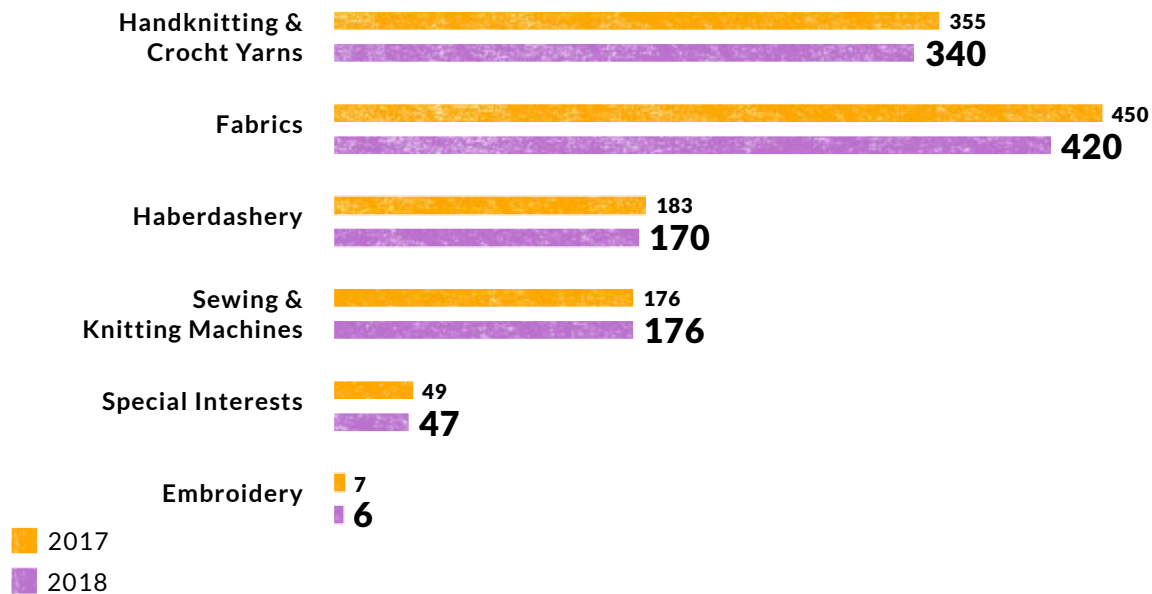


Source: Initiative Handarbeit's own research, March 2019

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, the first decline compared to the previous year was announced at the most important international trade fair.

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: Here the turnover amounted to Euro 175 million as in the previous year.

Market Value 2018 consumer prices in Mio Euro



Source: Initiative Handarbeit's own research, March 2019

The knitting segment is always 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.

Sustainably inspiring: The 2019 campaigns of Initiative Handarbeit

Digitalisation and changes in consumer behaviour are having an ever stronger effect on the handicrafts market as well. Online competition and high increases in rents in attractive city locations are leading to closures of specialist shops. In an impulse-driven business such as handicrafts, in-store sales are essential. The consumer target group, while using increasingly online shopping, still has to be attracted by dedicated offers in physical shops. Aware consumers, while fully at home in digital media which make their life easier, still want the satisfaction of personal encounters. The trick is to make this connection. The Initiative Handarbeit in its capacity as the trade association for the industry, undertakes numerous activities to support and inspire fans of handicrafts.



The success of the bricks and mortar trade

How can specialised dealers be successful in spite of the structural change? The exclusive specialised dealers seminars of Initiative Handarbeit provide the answers. After its successful premiere last year, different dates are being offered again in 2019 for the two-day training courses. Specialised dealers have the opportunity to gain an initial impression of the two-day training events live at the stand of the industry association at h+h cologne: On the Talk Sofa and during the speed dating for handicraft sales professionals the two experienced coaches, Bettina Grüninger and Michaela Kranz, will provide valuable tips on the spot. Covering themes such as visual merchandising and a communication training, the two-day events in the spring, for which 4 dates are now being offered, prepare the handicraft professionals in a practice-oriented way for how they can make use of opportunities and thus shape the success of their own business. Follow-up seminars are additionally offered, for those people, who have already attended the first round.

All of these activities are being organised by the industry association Initiative Handarbeit in close cooperation with LDT Nagold. Initiative Handarbeit is promoting and subsidising the events.

Initiative^{e.V.} Handarbeit

Do your own thing 2019

One cut, 1,000 ideas: Initiative Handarbeit is once again this year using the sewing competition #machdeinding to challenge the creativity of hobby tailors. The well-known designer, Anke Müller from the label cherrypicking has designed the cut and the instructions for a cross-body, shoulder and belt bag for 2019. The task of the participants of the competition is to customise this basic cut as individually as possible. As a reward for the best bags the participants can look forward to shopping money totalling Euro 500 as well as numerous non-cash prizes.

Initiative^{e.V.}
Handarbeit

MACH DEIN DING

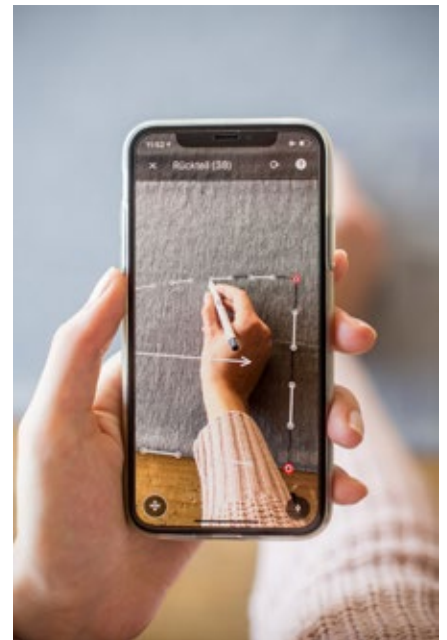
#machdeinding2019

Näh mit beim großen
Initiative Handarbeit
Wettbewerb und
mach Dein Ding

Weitere Informationen auf initiative-handarbeit.de

Sewing with augmented reality: Cooperation with the start-up Pattarina

Printing, sticking and tracing cutting patterns – is no longer necessary: The augmented reality app, Pattarina, makes what practically every sewing fan has dreamt about, possible. Initiative Handarbeit sees great potential in this development and is cooperating with the start-up. The aim is to offer this innovative cutting pattern transfer for all new patterns in the DIY collections of the industry association in future.



The app shows the pieces of the pattern on the mobile phone screen in their exact shape and size. The lines and pass marks illustrated on the screen are directly transferred onto the fabric. In this way, the pattern is applied to the fabric in a much faster and more convenient way than before - and the sewing fan gets to work on the sewing machine faster.

Initiative^{e.V.} Handarbeit

Make Me Take Me – for more sustainability and less plastic

Can handicrafts make the world a better place? Together with the DIY community, specialised dealers and manufacturers, Initiative Handarbeit wants to prove this. In the scope of the campaign and following the motto “Make Me Take Me” within the space of a year, 10,000 shopping bags are to be sewn, crocheted or knitted and subsequently given to those people, who promise to refrain from using plastic bags in future. Anyone, who wants to take part, can find patterns and instructions on the website of Initiative Handarbeit, whereby they are also welcome to implement their own ideas.



In order to ensure the largest possible transparency, a **Make Me Take Me** label with a consecutive number that can be ordered exclusively from Initiative Handarbeit will be attached to each finished bag. For this campaign, the industry association is working together with the international Green Bag Lady project, which has been collecting self-sewn bags for several years already to reduce the flood of plastic bags worldwide. We want to turn this into a movement that also allows the bags to be recognised on the streets.

Young designers wanted

Big opportunities for young talents: Once again in 2019 the young designer competition is giving fashion design students the chance to design an own collection for the industry association. The competition addresses fashion design students, who have almost completed their studies, and who will thus be given the opportunity to present themselves for the first time in a professional way to the general public.

In 2018, Laura Dieckwisch and Anna Mehnert were able to convince the expert jury with their ideas. Laura Dieckwisch, a fashion design student from Hanover, let herself be inspired by her semester abroad in Japan and designed a ladies fashion collection for the summer based on a deconstructed kimono.

Anna Mehnert, a fashion and textile design student from Hamburg, excelled with a special twist: All of the models of her knitted collection were made from an XXL tube yarn, which was produced from fluffy mohair yarn and sewing yarn left-overs using a knitting mill. The instructions and patterns for both current young design collections can be downloaded free of charge at www.initiative-handarbeit.de.

Growing networks: The blogger get-together at h+h cologne

The industry association is showing with its sponsoring of a blogger get-together on Saturday afternoon the important role social media now play in the handicrafts business. It also provides an opportunity for offline creative networking. The event is taking place for the fourth time in 2019 – and within this time the number of participants has expanded from 30 up to nearly 200.

Text and visual material at www.initiative-handarbeit.de/presse

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