

# CraftBusiness

The leading trade title for the craft industry



## miffy fabric collection launching February 2019



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### INFLUENCERS

Who has inspired you?

**P26**



### INTERVIEW

In bed with Peter Andre

**P24**



### PREVIEW

All you need to know about CHSI Stitches

**P10**





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## Welcome

■ Mark Hayhurst ■ @craftbiz  
 ■ mark.hayhurst@aceville.co.uk

### ■ Happy New Year and I hope you all had a great Christmas!

It may seem a bit late but it is our first magazine of the year and my first opportunity to say so!

And, as always, it has been an extremely busy start to the year. I hope everyone had a good time at Creativation, in Phoenix, Arizona, and also Creativeworld, in Frankfurt.

And following hot on the heels of those two shows is CHSI Stitches.

The NEC at Birmingham is always a popular venue and we preview the show in this issue.

There will be hosts of stands, talks and innovation at the event and not forgetting The Craft Business Awards 2019 presentation which will take place on the Monday at 5.30pm.

I hope you enjoy reading this issue.



## ON THE RECORD

“Get creative this year, find a project and give it a go!”

KIRSTIE ALLSOPP



## Exclusive world launch of the screen sensation MYOS collection

### ■ Create and Craft customers can now create their own screens in the comfort of their own homes.

January saw the introduction of MYOS on Create and Craft TV, offering customers a true business in a box proposal giving them the tools and power to create, print and sell their own products and projects, affordably.

This new revolutionary product enables customers to create their own screens for the Screen Sensation Screen Printing Kit in approximately 20 minutes using any image. The MYOS280 puts bespoke design at your fingertips, allowing crafters to add their own creative flair into home décor projects, t-shirt printing, gifts, and stationery, as well as customising furniture, fabrics, and paper.

The Screen Sensation MYOS Collection includes - MYOS Unit,

Pack of four Blank Mesh Screens, 12x12 Cleaning Tray with Sponge Brush Set and a Pack of 25 A4 Acetate Sheets.

Crafters that are new to screen printing can benefit from the “Let’s Get Started” Collection which includes all of the above plus; 12x12 Screen Sensation Kit, Screen Sensation Fixing Tape, Screen Sensation Mega Ink – Black.

Stephanie Weightman, Creative Director of Ideal Shopping Direct, said: “The MYOS 280 is the most exciting piece of equipment I have developed in over 25 years in the craft industry. The team at Innovation Hub have pulled out all the stops to create a game changing opportunity in home screen printing. Early customer reactions have been phenomenal.”



## Strong Christmas sales for Hobbycraft

### ■ Hobbycraft saw its like-for-like sales increase by 9.5 per cent in the six weeks leading up to Christmas.

Strong growth was seen across both channels with like-for-like store sales up 7.1 per cent and online growth up 28 per cent.

From brush-lettered baubles to custom-made Christmas Eve boxes, wreaths and stockings, this Christmas was all about adding a personal touch to make a unique decoration or gift. Throughout the Christmas period, Hobbycraft hosted 12 weeks of Christmas workshops and demonstrations across their 94 stores, with expert colleagues providing help and advice for every craft.

Projects ranged from fillable baubles to personalised advent calendars, with over 21,000 adults and children attending the workshops. The workshops highlighted the positive power of the crafting community; sales figures showed an increase in Christmas Eve Boxes of 119 per cent during the week they were demonstrated.

This trend was also replicated online, with Hobbycraft’s Blog and Christmas ‘Look book’ seeing an increase of ten per cent more customers’ year on year looking



for Christmas ideas and inspiration, with the most popular festive blog posts including “How to crochet a mini stocking advent”, “14 Christmas Eve Box Ideas” and “15 Crafty Christmas hamper Ideas”.

Moreover, the trend was also mirrored across social platforms such as Instagram with the hashtag #personalisedgifts being used over 700,000 times by users and eight of the nine featured top posts (at time of review) were related to crafting.

Celebrities were amongst those influenced by the growing trend of personalisation throughout the 2018 festive period, all eager to share their intricately designed gifts and decorations. A homemade

gingerbread house decorated with the Kardashian-Jenner names was proudly shown on Instagram by Kris Jenner; Kate Hudson showed off her and her husband’s personalised pyjamas; and Tamara Ecclestone made an edible Christmas tree.

Katherine Paterson, Customer Director at Hobbycraft, said: “A personalised present means so much more and Christmas is clearly the perfect time of year to create something extra special for loved ones.

“Social media channels and influencers are helping to drive this trend and our results this Christmas show that crafting a thoughtful gift or decoration is a more enriching experience in these challenging times.”

## COPYRIGHT ISSUE FOR CRAFTER’S COMPANION

### ■ Crafter’s Companion found themselves embroiled in copyright hot water at the end of 2018.

It was discovered that a number of Sheena Douglass stamps that Crafter’s Companion carried may have infringed other artists’ copyright.

The company launched an investigation into potential copyright infringement on a number of stamp designs.

Following this investigation nine stamps were removed from sale:

- Sheena Douglass A Little Bit Sketchy stamp - Victorian Gentleman
- Sheena Douglass A Little Bit Sketchy stamp - El Musico
- Sheena Douglas Perfect Partners stamp - Eternal Love
- Sheena Douglas Perfect Partners stamp - Steampunk Woman
- Sheena Douglass A Little Bit Sketchy stamp - Fabulous Flapper
- Sheena Douglass A Little Bit Sketchy stamp - Flora
- Sheena Douglass A Little Bit Sketchy stamp - Until We Meet Again
- Sheena Douglass A Little Bit Sketchy stamp - Highland Dinner
- Sheena Douglass A Little Bit Magical stamp - The Quest

However, it was agreed with all image holders, apart from Steampunk Woman originally designed by Marco Fiorilli, that any stamps previously sold and sold going forward will be usable under the Crafter’s Companion Fair Usage policy, regardless of whether they’re being removed from sale permanently or not. This means that end consumers can make and sell/gift items made using these stamps as long as the following conditions are met:

- Items are sold or gifted as completely finished, immediately usable or giftable projects (i.e. the purchaser or recipient would

immediately be able to sign the card or use it as a gift for someone else - no other assembly would be required)

- Items are crafted by hand (no mechanical reproduction in any form is permitted)
- Items are not sold or gifted in “kit” format that end users would then assemble themselves

In a Facebook statement, Crafter’s Companion said: “Crafter’s Companion takes potential Intellectual Property infringement very seriously. Over the 13 years of the business, we have defended our Patents, Trademarks and Design Registration many times around the world and therefore have great empathy with what Marco Fiorilli and the other copyright holders are going through.

“Throughout this entire process, our main concerns have been with both the image-holders and our customers, to ensure that we keep their best interests at heart and that, ultimately, there is a fair resolution for all concerned. We would like to thank everyone who has supported us in this unfortunate situation that we have unwittingly found ourselves in.”

Sheena Douglass also took to facebook to issue a statement. She said: “During my career I have drawn many thousands of images. The images highlighted here represent a fraction of those thousands drawn. Some of these images are out of copyright and available to us all as inspiration. If I have inadvertently chosen the wrong images as my inspiration I would like to extend my apology to those people concerned.

“There are occasions when under considerable pressure to deliver on deadlines, short cuts have been taken and insufficient detail has been added by me from the original inspiration. For that I am more than disappointed with myself. I admit that I have made a mistake, I have let myself down, I have let you down and I have let the image owners down for not giving credit to them for the inspiration(s) I have used.”

# In this issue



**10 What's going on?**  
Find out what's happening at CHSI Stitches in our five-page preview



**24 A nice bedfellow!**  
Find out what's next for Peter Andre



**38 What's your day like?**  
24 hours with Lavinia Stamps' Tracey Dutton



**41 Get ready to sign up!**  
Find out all about Yarn Shop Day 2019

## Stationery Awards expand to welcome retailer and Designer entries

**The prestigious annual Stationery Awards have been expanded to include new Retailer Categories and a 'Stationery Designer of the Year' category for the first time.**

In the Retailer Categories both specialist retailers and those who sell stationery as part of their offer are eligible for the five honours, designed to recognise and benchmark good practice and innovation in the retail sector.

Hazel Fieldwick, Stationery Show London event manager, said: "Now is the time to reward your team, claim your prize and get noticed. The five new retailer categories are Best Customer Experience Initiative, Best POS/ Merchandised Display of Stationery, New Store of the Year, Best Specialist Stationery Retailer and Best Non-Specialist Retailer."

All entries should relate to the past year of trading, from January 2018 to January 2019, with an online entry form to be completed by February 15 at [www.stationeryawards.co.uk](http://www.stationeryawards.co.uk)

Retailers can enter themselves or be nominated by agents, account managers or suppliers and can enter as many categories as they wish.

Fieldwick added: "The entry forms are very straightforward, and we would encourage everyone to upload photos and POS images etc to support their entries. So, dig out those photos you took of things that worked well in your stationery department, window or shop last year and over Christmas and get your entry forms done."

The Awards have also introduced a new 'Stationery Designer of the Year' category, sponsored by UK manufacturer GO Stationery. Entrants into this category will be competing to work with the experienced production and sales team at GO Stationery to see their ideas taken into production and sold out to retailers throughout the UK. Entries for this category need to be in for February 28.



In addition, the Stationery Awards are now open for all stationery suppliers to enter, not just those exhibiting at Stationery Show London as previously. Suppliers have until March 29 to enter.



Relevant industry judges will assess the different categories, with the finalists in each category being announced ahead of the show.

The winners will be then revealed at an Awards Ceremony taking place on the first evening of Stationery Show London, which runs over Tuesday and Wednesday, April 30-May 1, at the Business Design Centre in Islington.

## Wool and the Gang launch eco yarn made from recycled plastic

**Wool and the Gang has launched its latest fibre innovation: New Wave.**

The global plastic problem has been widely reported and brought into consumer consciousness over the past few years, and we have started to see some industries respond. Finding new ways to turn what could be waste into beautiful yarns has always been part of the Wool and the Gang mission.

New Wave is their way of doing their bit for the planet, offering conscious crafters the opportunity to help reduce plastic waste while making their next project. The Gang cares deeply about provenance and collaborates with the best producers to source their yarns.

New Wave is made with a cotton casing which is filled with a fibre made from recycled plastic bottles. Each 100g ball contains the equivalent of three recycled bottles. It is a soft and squishy breathable yarn, which has excellent stitch



definition, and can also be machine washed.

Launching with the yarn is a collection of nine new kits and two free patterns, inspired by fisherman's tales.

Jade Harwood, Founder of Wool and the Gang, was shocked by the vast amount of fast, disposable fashion and the waste that this produced during her time at Central St. Martin's.

She is passionate about sustainable design and connecting communities to create change for future generations to bring back values, skills, and community.

Jade said: "Finding a way to use recycled plastic in a yarn that is both really good to knit with and doing its bit for the planet has been a mission of mine since I started Wool and the Gang. Together with our Gang, we are finding ways to use our passion for knitting with small steps to help protect our planet."

## STYLECRAFT CELEBRATES 30TH ANNIVERSARY

**For Stylecraft 2019 is a very important year, because the brand will be celebrating its 30th anniversary.**

Founded in 1989, Stylecraft has been at the forefront of the UK yarn industry for three decades focusing on developing the yarns that knitters and crocheters love to work with, from fashion yarns such as Cabaret and Eskimo, the first eyelash yarn to hit the UK, to classics such as Special and Life.

If a couple have been married for thirty years, they will celebrate their pearl anniversary, so Stylecraft have decided to brand its celebrations as its Purl Anniversary to add a bit of fun to their activities.

There will be special events and giveaways throughout the year including 30 giveaways each month for lucky Stylecraft fans, a special Purl Anniversary collection of reknits from the archives which will appear around the country as part of the brand's trunk shows, an exciting Anniversary Blog Tour in the autumn and a Purl Anniversary Tea Party.

Annabelle Hill, Sales and Marketing Director at Stylecraft, said: "This is such an exciting year for us. Stylecraft has grown over 30 years to become the nation's favourite brand. We wanted to say a big thank you to all our customers, so make sure you keep a close eye on our social media for the latest news, events and giveaways."



Stylecraft

# Dressmaker of the Year is back

It's time to encourage your customers, or even yourself, to enter Dressmaker of the Year 2019.

The competition, run by our sister title Sew magazine, looks to find the best sewers in the country.

This year's judging panel is made up of Doctor Who designer Ray Holman and Debbie Shore, along with Strictly star Vicky Gill, Stuart Hillard, former DOTY winner Portia Lawrie, and Editor of Sew Lucy Jobber.

Lucy Jobber, said: "I'm so excited for this year's competition and can't wait to see what new creations the sewing community has to offer. No matter what you're ability, just give it a go – you might surprise yourself!"

With more than 2,100 entries received in 2018, the competition has become a



landmark event for avid sewers across the globe.

As last year's winner Jennie Stones said: "Just go for it! There is nothing to lose and everything to gain. Even if you don't win, there are free treats just for entering. How good is that?"

There are six categories: Everyday, Occasion, Vintage, Upcycling, Children's wear, and Simplicity – making a garment from a Simplicity pattern.

Each category winner will get their hands on the following treats:

- Brother Innov-is A50 sewing machine
- Pair of ICHF tickets to a Creative Craft show

- £100 Hobbycraft voucher
  - Roll of Rose & Hubbard fabric
- The overall winner will win:
- One night's spa break with dinner
  - Brother Innov-is F420 sewing machine
  - EQS 96-piece thread selection
  - £100 Hobbycraft voucher
  - Pair of ICHF tickets to a Creative Craft show
- Simply take a clear photo of your garment against a plain background and enter it at [sewmag.co.uk/dressmakeroftheyear](http://sewmag.co.uk/dressmakeroftheyear).

You can include up to five shots of your make for detail if you like, and you'll also get a chance to tell a little of the story of your make. Contestants can enter each category, with multiple entries if they wish, but each entry must be a different make. All entries must be received by 11th March 2019.

## Luisa De Santi brings Magical Crochet Spells exhibition to London this February

Italian textile artist and designer Luisa De Santi will be bringing her extraordinary knit, crochet and embroidery work to The Spring Knitting & Stitching Show at Olympia, London, this February.

The Trieste-based artist works with yarn as her primary medium, inspired by its metaphor for endless possibilities. She works without sketches or plans, undertaking constant research and experimenting with the expressive potential that yarn presents and creating complex, colourful modular structures.



The artist's work explores emotions, feelings, colours, textures, research, experimentation and enthusiasm and her exhibition at The Spring Knitting & Stitching Show, Magical Crochet Spells, will feature three-dimensional artworks, soft sculptures and jewellery.

Luisa De Santi said: "As a little child, the fact that it seemed possible to make practically anything starting from a thread felt absolutely magical to me – a fairy goddess spell. Working without sketches and plans is like leaving without a destination - you just enjoy your journey. Threads simply pave the way to playfulness and to a world of infinite creativity. It is a world of unlimited possibilities and unstoppable energy – as life."

Other artists showcasing work at The Spring Knitting & Stitching Show are fabric collage artist Ariella Green, printed textile artist Ailish Henderson and wool and needlefelt sculptor, Catherine Kaufman. The Quilters Guild presents Original Modern Sampler Quilts designed by Guild members.

The Spring Knitting & Stitching Show takes place at Olympia London from February 28 to March 3, 2019.

## PRODUCT NEWS

### It's getting pretty gritty for Craft Buddy

Craft Buddy have an exciting and eagerly anticipated launch at Stitches this year – their Mixed Media brand "Pretty Gets Gritty", a collaboration with talented crafter Lynette Jasper.

Lynette, who has appeared on Hochanda TV several times over the last year, will be showcasing her products for the first time to trade on Craft Buddy's stand A05.

The Pretty Gets Gritty range of products includes mixed media sprays, texture pastes, MDF, storage, pigment powders, chipboard elements and more, all co-ordinated with traditional craft mediums such as stamps and stencils.

Lynette, who designs the collection, brings a different spin on crafting; her edgy style is variously described as "gritty", "grungy", "eclectic" and "perfectly messy", and represents a distinct departure from traditional crafting styles.

Craft Buddy launched the brand initially in 2018 on

Hochanda TV, and it quickly gained a cult following.

With the tremendous rise in popularity in mixed media crafting in 2018, the brand was well placed to serve this increased demand.

Based on the success of their Hochanda shows, Craft Buddy then launched dedicated Pretty Gets Gritty booths at UK craft consumer shows to test consumer demand. The response was fantastic; and over the course of the year, awareness grew and grew, and several requests from the trade to stock the brand prompted the decision to make an official launch at Stitches.

To learn more about this fascinating new range, visit Craft Buddy's booth A05 at Stitches, or contact Craft Buddy's trade manager Daniel Ward.

**Dan Ward, Trade Manager**  
Danward@craftbuddyltd.co.uk  
0203 417 6565



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# Crafter's Companion expands US presence

**■ Crafter's Companion has announced plans to move its US headquarters to a larger space in Corona, California, following a huge growth in sales from \$12m to an estimated \$22m over the past two years.**

The new office and warehouse, which will be 31,000 sq ft, has been primarily driven by increased demand from key accounts including the Home Shopping Network (HSN), Notions Marketing, Amazon.com and fellow retailers such as Tuesday Morning and Hobby Lobby.

Sara Davies MBE said: "It's fantastic to see such an increase in demand for our products in the US market. When we opened our

office in Santa Ana, California, in 2016, I could not have envisioned this level of growth, although I always knew our products would be well received by customers in North America.

"A big part of our success in this market has been down to a great partnership with HSN. Its team has supported our brand for many years and enabled us to bring our innovations to their well-established and loyal customer base."

The company is currently recruiting for several new positions across customer service, compliance and design to join the current team of 30. Among Crafter's Companion's new appointments are two

senior recruits that will both be based in the company's new US headquarters.

Lister Hargreaves joins the team as Chief Financial Officer (CFO). Having previously worked at AkzoNobel, he brings over 17 years' experience of the global finance industry to the role.

Kelli Snowgold has also been promoted to the newly created role of VP of Commercial Strategy. She will be responsible for developing and driving the business growth strategy and overseeing sales and marketing, including the management of products.

Sara added: "This latest expansion, together with a strengthened senior leadership team, provides us with a solid platform to further increase our US presence and develop our product portfolio to meet customers' evolving needs. It's a very exciting time for our business and we can't wait to see what the next few years will bring.

"I'm delighted to welcome Lister to the Crafter's Companion family. We're confident his experience will be hugely beneficial for us as we continue to grow. Likewise, we're delighted

to congratulate Kelli on her new role, she's become a big part of the business since joining us earlier this year and I'm sure she'll continue to be an integral part of the team moving forward."

Lister said: "I am very excited to be joining Crafter's Companion as I've had close connections to the company's UK team from the start and have watched the company grow over the last 13 years.

"I am confident that I can draw on past experiences to help build a platform for our continued and sustainable future growth in the North American craft market. I'm looking forward to getting started."

Crafter's Companion is a market-leading craft retailer headquartered in the North-East of England. Founded in 2005, the company now employs over 150 staff and exports products to Europe, Asia, South Africa, Australia, New Zealand and North and South America.

Having traditionally sold its products online, through independent retailers and on TV shopping channels across the world, Crafter's Companion opened its first three UK stores between 2016 and 2017.

## SIZZIX HAS LAUNCHED A MOBILE CONSUMER SHARING APP



**■ Creativity goes mobile with a brand-new app for makers that delivers creative inspiration and community engagement in the palm of their hand.**

Sizzix, the pioneer and worldwide market leader of creative die-cutting products, is taking a fresh approach to consumer engagement with the launch of a new app that facilitates community interaction and sharing for makers.

The app, which is available for both iOS and Android phones and tablets, is now available for download in the UK, EU and rest of world regions, with launches in the US planned for the future.

Fiona Lloyd, vice president of global marketing & product development, said: "Every region has unique needs. By focusing our efforts, we can ensure that each community is served by the best product possible."

The new app allows consumers to participate in the Sizzix community through a personalised, interactive experience. App users can share photos of their makes, follow favourite makers, and like, comment and save submissions by others. They can also post questions, share helpful tips and tricks and earn achievement badges for their activity in the app.

The app includes a barcode scanner that provides instant access to inspirational content including project ideas, videos, how-to and other community content.

Lloyd added: "When a consumer sees a product in a shop or at home they'll be able to scan it with their mobile and discover a whole collection of creative ideas for how to use it. It's a great tool that will help customers make purchasing and creative decisions."

Users can also access a complete list of Sizzix stockists in their area through the app, making it even easier than ever before to purchase their favourite Sizzix dies, tools and accessories.

## RICO DESIGN INCREASES ITS SALES TEAM

**■ 2018 was a strong year for the Rico Design business as it expanded in all product areas.**

Managing the service to customers in 2019 is key and changes have been made to increase its internal customer service department and external sales force.

The company generates over 1,500 new product lines each year and sells products to most sectors of retail but is probably best known for its craft ranges.

David Parker and Robert O'Reilly join the sales team with extensive experience in Gift, Party and FMCG products.



## PRODUCT NEWS

### Mouseloft launch new designs



**■ Mouseloft have introduced lots of new designs across many of their popular ranges of counted cross stitch kits.**

There are four new designs in the ever popular 'Stitchlets' range including a loveable sloth and a stylish electric guitar. All the designs in the range are perfect to send as cards or to mount in little 'flexi-hoops'.

It's llamas galore for the 'Tiddlers', 'Stitchlets' and 'Quicklets' ranges and a border collie and a boxer join the 'Paw Prints' pack.

There is also a brand new addition to the 'Make Me' series this year with six cute and colourful designs for Springtime, including a chick, some bunnies and a busy bee.

There are designs to suit all ages and tastes and none of them will break the bank with most retailing under £3. Point of Sale displays are available.

**www.mouseloft.co.uk**  
**mice@mouseloft.co.uk**  
**01477 533566**  
**CHSI stand 12A03**

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## Trimcraft launches new trade website

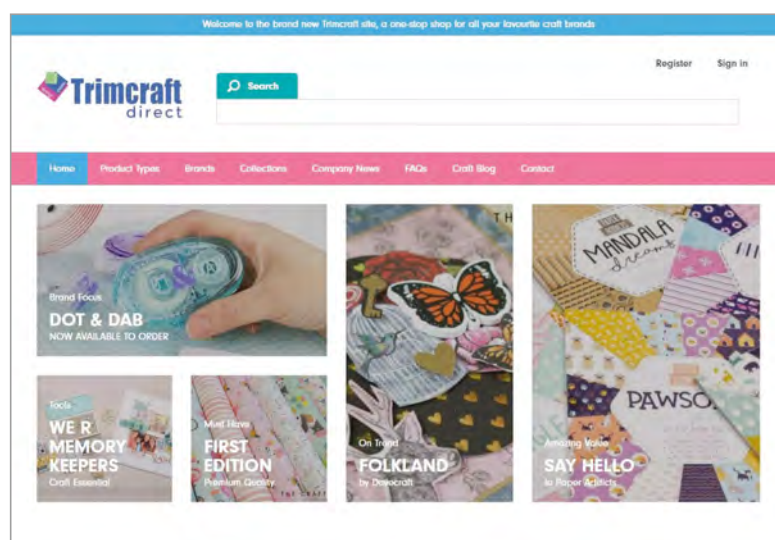
Nottingham-based Arts and Craft supplier Trimcraft have launch its newly designed trade website. The revamped website offers improved functionality, as well as a stylish and streamlined design, to make placing orders for on-trend craft products easier.

Claire Brudenell, marketing and licensing manager, said: "This website has been over a year in the making and is designed with our customers feedback in mind.

"We are dedicated to improving user experience and the site will organically grow and improve, as our customers feedback their requirements.

"We aim to make dealing with Trimcraft as easy as possible. With over 1800 products, Trimcraft offer choice, quality & value to the craft industry."

The completely redesigned website offers a user-friendly experience, providing quick and easy access to products using the brand



new Doofinder search engine technology. Practical filters have also been introduced to allow customers to shop by product type, brand, theme, or collection, before checking out securely with Sage Pay, the company's chosen payment solution.

Trimcraft have also invested heavily in a new stock allocation system to ensure that once an order is placed, any items a customer has on order are ring-fenced just for them, aiming to reduce out of stock deliveries and increase order fulfilment.

The customer-focused site also makes re-ordering easier by

introducing a favourites list, to which retailers can save their frequently ordered items for quick reference and reordering. Trimcraft also aim to provide more visual content for each product, as the completely redesigned site can now feature five images per product listing, as well as videos.

Retailers will also be the first to find out about new releases as Trimcraft's new trade website will also be updated regularly with information about new product launches and other exciting company news, exclusively for account holders.

The website is now live and can be found at the same address: [www.trimcraftdirect.com](http://www.trimcraftdirect.com).

## Pantone announces the Color of the Year 2019: PANTONE 16-1546 Living Coral

Pantone, provider of professional colour standards and digital solutions for the design industry, has announced PANTONE 16-1546 Living Coral as the Pantone® Color of the Year 2019, an animating and life-affirming shade of orange with a golden undertone.

Representing the fusion of modern life, Pantone Living Coral is a nurturing colour that appears in our natural surroundings and at the same time, displays a lively presence within social media.

"Colour is an equalising lens through which we experience our natural and digital realities and this is particularly true for Living Coral," said Leatrice Eiseman, Executive Director of the Pantone Color Institute. "With consumers craving human interaction and social connection, the humanising and heartening qualities displayed by the convivial Pantone Living Coral hit a responsive chord."



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knitting, quilting and needlecraft products.



## New Royal Talens UK location

■ The Dutch brand, Royal Talens have officially opened their UK Head Offices, located in Wokingham, Berkshire.

Royal Talens has for more than 100 years, been stimulating artistic creative expression globally. Queen Wilhelmina of The Netherlands was a great Talens aficionado, using their materials daily for her own artistic creations. This connected a creative alliance and in 1949 she wanted the world to know.

Queen Wilhelmina therefore made Talens 'Royal'.

Royal Talens is a manufacturer and supplier of high quality painting, drawing and colouring materials for artists, creative hobbyists, designers, children and educational institutes. The company is recognised globally for its quality brands such as Talens, Rembrandt, Amsterdam, Van Gogh, Talens Art Creation, Bruynzeel and Sakura.

Headquartered in Apeldoorn, Holland, they produce, distribute and promote more than 10,000 finished articles to over a 100 countries.

Suzen Pope, Royal Talens marketing executive, said: "We are part of the Japanese, Sakura Colour Products Corporation, inventors of the Oil Pastel (Cray-Pas), the gel pen (Gelly Roll),



pigment fine liner pens (Pigma Micron) to name a few. The family-owned Sakura Group was founded in 1921 and is now a global leader in artists, school, hobby and crafts materials, stationery and writing instruments. Not only do we create superior products we also do this by carrying out our business in a sustainable manner, now and in the future.

"As well as carrying out business in a responsible manner it is our mission to provide a service that is unmatched. We are a committed team willing to provide an extraordinary level of service, new innovative products and competitive pricing."

For all trade enquires and or further information, contact Yogesh Karia: [y.karia@royaltalens.com](mailto:y.karia@royaltalens.com) or [sales.office@royaltalens.com](mailto:sales.office@royaltalens.com).



## New appointment at Shachihata

■ The Shachihata group have appointed a new European sales business development manager, Glenn Jones.

As Glenn joins the team, he will bring additional focus to the Shachihata brand as they target increased market share in the UK and Europe in the short to medium term.

Glenn has over 30 years' sales and marketing experience in a variety of sectors. With a keen eye for brand and product development, his international business development experience includes 15 years in the pen sector working on renowned brands such as Conway Stewart, Sheaffer, A.T. Cross and Mont Blanc.

Glenn said: "I was attracted to Shachihata by the quality and innovation its Artline, XStamper and Quix brands demonstrate in the international marketplace. Its portfolio supplies top quality products to multiple channels including home, office, education, retail and industrial. The brand's commitment to customer service remains a top priority and differentiator in the sector.

"The company is going through an exciting time with superb new products in the pipeline and I am looking forward to discussing them with all of our distributors at upcoming trade shows and market visits over the coming months."

## PRODUCT NEWS

### West Design Products combine craft and history

■ Never content with being ordinary, West Design Products are always looking for ways to make sure they stand out from the papercraft crowd. But how do you achieve this in such a rich market and when there are endless sources of inspiration at your fingertips?

For West Design Products, it's often about looking through trends, but sometimes, inspiration comes from sources

you least expect. Which is why 2019 will see them launch a brand-new set of paper pads that are designed in conjunction with prints and imagery from the Natural History Museum.

Available in five amazing designs, the pads are inspired by the collections that can be found inside the Natural History Museum and in their archives. As Susie Meiklejohn, West Design Products Senior Product Development Manager explains, it wasn't hard to see why we were so keen to work with them. "The Natural History Museum is, in itself, a wonderful source of inspiration. There is so much opportunity for us and of course, it appeals to all ages."

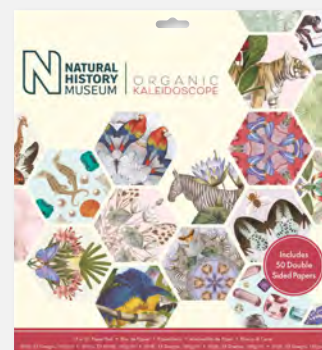
We asked Susie to elaborate on how the collection came about. She said: "We first met the Natural History team at Brand Licensing Europe. We noticed they have been doing great collaborations with high street stores and had some

amazing images on their stand, so we stopped to chat to them."

From there, the idea of making a range of new papers was born and with such a vast and beautiful catalogue to work with, it didn't make choosing the designs very simple! As such, the collection spans all manner of projects from the sea, to tropical climates and kaleidoscope imagery.

The pads contain an amazing array of repeat pattern papers that will create bold and remarkable crafts, as well as stand-alone sheets that can be framed as they come, so striking are the designs.

So, does Susie have a favourite? "I love them all, but I would have to highlight the 'From the Archives' pads. The artwork is heavily themed around the first voyage of Captain James Cook and the works of Maria Sibylla Merian, who is considered one of the greatest ever botanical artists!"



The pads will be released for sale in June 2019, but if you can't wait to see them, they will be on display on their stands at Creativeworld in Frankfurt and CHSI Stitches in Birmingham during January and February.

Designs are available in 6 x 6" and 12 x 12" and the following prints:

- Organic Kaleidoscope
- Nature's Geometry
- Hot Tropics
- Into the Blue
- From the Archives

For more information on the pads and their availability, please contact [Sales@westdesignproducts.co.uk](mailto:Sales@westdesignproducts.co.uk) or phone 01303 297888.



# Well prepared for a great 2019 show

Ahead of the 2019 CHSI Stitches, we caught up with **Simon Burns**, Managing Director ICHF Events, and asked him a few questions about their flagship trade show



## ■ HOW ARE THE PLANS FOR CHSI STITCHES PROGRESSING?

Our plans started before we even shut the doors on the 2018 edition of the show and, after another year in the making, the show is looking great. It feels as though there is real positivity surrounding the creative industries with consumers turning to their passion and hobbies to take them away from the chaos of political uncertainty. We have had fantastic support from exhibitors who recognise the prestige associated with CHSI Stitches and the prominence being at the show gives their company and products. Our visitor pre-registration has been really strong and we are looking forward to another buzzing show. I'm especially looking forward to the second edition of 'The Craft Report' which promises to deliver industry trends and insight that will keep us all focussed on delivering what the end consumer is looking for.

## ■ WHAT IS DIFFERENT ABOUT THE SHOW THIS YEAR?

In recent years we have been working hard on developing the show to respond to the changing retail climate. We will be releasing the findings of the 2019 Craft Report, exclusively for CHSI Stitches visitors, giving unparalleled data on the craft industry and how to apply this information for business benefit.

Central to the show is the quality and breadth of exhibitors we will have there - from major leading brands to the new designers and start-ups launching their products to the industry. The 2019 show will have over 100,000 products on display - many for the first time to the trade.

## ■ WHAT ARE THE SHOW'S USPS?

Aside from the number and range of products on display, we pride ourselves on the industry insight we provide, free of charge, for visitors and exhibitors. The 2019 show features a range of experts and speakers presenting their insider knowledge, workshops for hands-on product knowledge and our own, unique Craft Report. This kind of insight and practical business support just isn't available anywhere else.

## ■ WHY DO TRADE SHOWS REMAIN SO POPULAR?

CHSI Stitches is still, even after more than 40 years, a key trade show in the calendar for everyone involved in the creative industry. Exhibiting and attending CHSI Stitches is a show of affiliation and belonging to the vibrant craft industry and a commitment to the industry's continued success and growth. Ultimately, nothing really beats face-to-face interaction. In a world where digital interaction accounts for a huge percentage of our business dealings, the opportunity to efficiently meet

with hundreds of customers face to face is one that businesses unsurprisingly snap up.

## ■ WHAT ADVICE WOULD YOU GIVE FIRST TIME VISITORS TO CHSI STITCHES?

Advance planning is crucial. Take a look at our website first, make a priority list of exhibitors who can offer your business something extra and head to them first. Make sure you pre-register for the show to make the best use of our brand-new meeting planner tool - enabling you to pre-schedule meetings with key exhibitors. We have a vast programme of free training on offer, so make the most of the opportunity to gain skills that can make a real difference to your bottom line. Parking is free so you can take your time and pace yourself. Enjoy!

## ■ WHAT ADVICE DO YOU GIVE TO EXHIBITORS AT CHSI STITCHES?

Use the time at the show to reach out to customers and potential customers, try out new product ideas, conduct some informal market research, gauge reactions and understand your customers' needs. Face-to-face interaction is the only way to do this and CHSI Stitches is the one opportunity a year to get in front of so many craft buyers. Use your stand space to bring your products to life with and be creative to ensure your stand reflects your brand.

## What Not to Miss at CHSI Stitches

You've registered, planned your travel, dug out your comfiest shoes and are ready to head to CHSI Stitches 2019. Here's what not to miss at the UK's annual craft trade show

### ■ THE CRAFT REPORT

This is the second edition of this key industry report which reveals the trends, insights and predictions for the craft industry in 2019. Presented each day of the show by research specialist Linda Jones, this is an essential listen for anyone serious about growing their craft business.

### ■ PRODUCTS

This seems like an obvious one but it's worth doing a little research to establish which products and exhibitors are your 'must sees'. Brand new for this year is the meeting planner tool - enabling you to pre-schedule meetings with key exhibitors. Pre-register for the show and you will be notified once the new tool goes live in the new year. Make sure you plan in some browsing time and allow new and exciting lines to catch your eye. You could just discover your next best seller. The New Product Showcase located in the entrance is a great place to start and be sure to check out the Bright Sparks area for the hottest new creative talent.

### ■ WORKSHOPS AND DEMONSTRATIONS

CHSI Stitches has delivered once again this year with a brilliant line up of free workshops and demos. We know the high street is changing and that customers want experiences as well as products - the CHSI Stitches workshops will skill you up to offer those all-important hands on experiences to your customers. Places on these workshops are snapped up quickly so book on the CHSI Stitches website in advance.

### ■ INSIGHTS HUB

There's a top speaker line up in store including Paul Wright, co-founder of HOCHANDA; Sarah Cressall, founder of Creation Station and the teams behind the hugely successful Yarn Shop Day and Sew Saturday. The all-new theatre launched last year is back so grab your seats (no need to book, just turn up) to hear business-boosting insights and advice. Find the full programme on the CHSI Stitches website.

### ■ CATWALK

Grab a front row seat at this professionally curated catwalk featuring some of the biggest names in the industry. Be inspired and take that inspiration and vision back to your customers. The catwalk takes place each day of the show. For times, see the website.

### ■ THE STITCHING FORUM

Visit this Genius Hub to get your stitching needs and questions all sewn up, the dedicated forum hosted by experts from Royal School of Needlework and supported by Madeira and Zweigart.



# Take a Sneaky Peek at what's on offer at the NEC

We preview some of the latest products and news from exhibitors at 2019's CHSI Stitches

**CHSI Stitches is the UK's trade show for the creative craft industry, estimated to be worth £4.7 billion per annum.** This year the trade show will feature over 100,000 products from the craft industry, giving visitors the chance to touch, see and understand products first hand. The show features exclusive launches highlighting emerging product trends in the creative craft world and we want to give you a sneak preview of what's to come at February's event.

## FROM ACROSS THE GLOBE

Tandy Leather is proud to bring a century of leather and leather crafting know-how to CHSI Stitches. Begun and still based in Fort Worth, Texas, the company is now the international leader in leather crafting, selling a wide variety of leather, tools, machines, lace, thread, paint, stains, buckles, belts and hardware to professional and amateur crafters around the world. Tandy Leather will celebrate its 100th anniversary in 2019 with limited edition leather crafting tools and specialty leathers.

## NEW PRODUCTS

Go Stitch and Go Weave, two brand new lines from Hawthorn Handmade, are being launched at CHSI Stitches. The Go Stitch range is a brand new way to try embroidery whilst creating something beautiful. Each kit contains a laser-cut disc with holes ready to stitch through and create a kaleidoscope of stunning designs. Choose from six different colour options of DMC thread and a necklace, brooch or decorations kit including brooch backs,



necklace cords and findings, ribbon, wool felt backing, needle and the all-important detailed instructions and stitch guide. Go Weave offers a fun and quick way to learn how to weave. Make necklaces, brooches and decorations with intricate designs and colours using British wool yarn on a circular loom which then becomes the frame to your textile art.

Creative Products Distribution Ltd will be celebrating its 10th year in business this year. With a focus on quality, service and value, the company will be showcasing its two major new ranges. Firstly 'tesa', a wide range of adhesives, adhesive tapes, recycled material and

environmentally safe products as well as a complete origami card kit and origami papers featuring characters and graphics. Visitors to CHSI Stitches can see on-stand demonstrations for the origami cards.

QB Craft Wholesale is exhibiting for the first time at CHSI Stitches offering a wide selection of quilting, knitting and craft products. With a large international reach, the company supply many accounts worldwide and can offer delivery to any international destination within as little as 48 hours. At CHSI Stitches, the company is offering a large selection of starter packs, and great deals across its range, tailored to fit

businesses of all sizes. QB Craft Wholesale will be launching its brand new, innovative quilting range encompassing quilting rulers, markers, rotating cutting mats, self-healing cutting mats, rotary cutters and blades.

Visage Textiles is the UK's leading supplier of fabric for craft, patchwork and quilting. Celebrating over 70 years in business the company has recently won industry awards including 2018 Best Stitching & Haberdashery Company in the UK. At CHSI Stitches, Visage Textiles will be launch its new ranges designed by leading sewing personalities Debbie Shore, Stuart Hillard and Sarah Payne.

STIX2 will be demonstrating its new packaging. With a mission to become more environmentally friendly, the UK's largest supplier to the art and framing industry of self-adhesive tapes and packaging products has changed its packaging from plastic to biodegradable boxes.

Launched in 2015, Crafty Cutter provides UK crafters with quality and affordable vinyls in convenient sizes. Visitors to the trade show will get the chance to see the company's new Berisfords Craft Ribbon. Available in a range of widths and measurements, this high-quality ribbon is perfect for adding an extra flourish to craft projects.

PaperArtsy has a lot of activity planned for CHSI Stitches 2019 to help retailers learn new techniques and gain a thorough understanding of its products direct from each of its designers. For the fourth year running, the company are offering classes ranging from 45 minutes to two hours giving visitors the chance



to see and experience 13 new collections from 11 designers being launched in early 2019.

The world's leading sewing machine company, VSM UK Ltd, part of SVP Worldwide, is returning to exhibit at CHSI Stitches 2019 showcasing its recently launched sewing and embroidery machines, including Husqvarna Viking and PFAFF.

Visitors to CHSI Stitches can see and learn more about the Husqvarna Viking, Designer Brilliance 80 Sewing and Embroidery machine, designed especially for the imaginative sewer, the PFAFF Expression 710 and Quilt Expression 720 with innovative and customizable features and the PFAFF ambition sewing machines providing durable technology, refined products and artful operation.

CHSI Stitches is set to feature an array of new products and companies this year. Pre-register on the website for your free place. [www.chsi.co.uk](http://www.chsi.co.uk)



**■ The Bright Sparks Pavilion is the place to discover some of the lesser known and unique brands and equally inventive products.**

We've rounded up some of the products in store for you for 2019's show.

Candle makers for over 21 years, The Candle Works have come up with a fantastic new product for crafters – Eazi Candle. Meeting a real demand from existing customers and developing a beautifully packaged product that brings out the crafter in everyone who tries it – this one is a winner. It sold out with consumers at ICHF's Creative Craft Show in November and will be available to the trade for the first time at CHSI Stitches in Feb 2019. Arts Encaustic Limited has been around more than three decades but the brand has had a refresh in the last year. Using a small iron to melt wax colours onto card, Encaustic Art is a bridge from craft skill to artistic expression.

Cluny Lace is the last manufacturer of Leavers Lace still in production in the UK today. It specialises in cotton rigid lace in the Cluny and Valenciennes styles. The company stocks 250 different patterns to suit multiple end-uses in white, ecru, off-white and black for immediate delivery but any colour is also possible.

Corinne Lapiere will be exhibiting at CHSI again this year. Previously, Corinne met her French and Japanese distributors through exhibiting at CHSI Stitches and this year she is back to catch up with existing customers and show them her new designs. Corinne's range of felt sewing and embroidery kits are made in Yorkshire using only the highest quality materials. Her designs are charming with a folkie feel and have been attracting a lot of attention..

Sark Textile will be exhibiting in the Bright Sparks area this year. Sarah Patterson is a fabric designer importing fabrics from South Korea, in particular bio-laminated fabric. The only stockist of

# Find out who 2019's Bright Sparks are

CHSI Stitches is well known for featuring exciting stands from the big names in the craft industry but the show organisers also champion new designers and innovators, creating a dedicated area for them to launch their products to buyers



**“We really want to reach out to haberdashery shops. Our range of products all need threads to create making them an ideal sell-on product to go alongside standard stock for haberdashers”**

this type of washable fabric in the UK, Sewing Sanctuary is finding the fabric popular with crafters interested in making bags, lunch boxes, children's raincoats, baby bibs and aprons.

First time exhibitor at CHSI Stitches, Gina B Silkworks is presenting four traditional crafts for modern makers to the trade for the first time. Owner Gina

Barrett said: “We really want to reach out to haberdashery shops. Our range of products all need threads to create making them an ideal sell-on product to go alongside standard stock for haberdashers.” The ranges on display at CHSI Stitches 2019 include button making kits and accessories and an unusual but popular Tenerife

Lace making range. An ideal craft for mindfulness, Tenerife Lace making is a relaxing pursuit using thread to create small sections of lace to make up larger pieces. Also on show is Ganuttell Wire flower kits, a medieval traditional craft creating beautiful wire and silk thread flowers.

Labelling Solutions will be demonstrating its thermal

printers CHSI Stitches. The company have re-engineered their label, fabric ribbon, plastic and paper card printing machine for use within the craft marketplace. The machine prints a high-end finish in metallic and different pantone colours with a wide variety of surfaces. Daily ART will be exhibiting its new 2019 products which include new art and craft kits for adults, new stencils, wooden embellishments and a new line of value-priced craft paints. Angela Poole Ltd is a new and innovative craft company, specialising in paper craft and cross stitch products. Its unique Magic Windows Slide & Reveal die set will be on display at CHSI Stitches. Paper-engineering is a main focus and strength of the brand and visitors to the stand will be able to see its unique Magic Windows Slide & Reveal Die set as well as its fantastic range of tools aimed to make paper-engineering techniques easy to do.



## Does your Shop have a Craft Department?

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# Presentation Theatre

# CHSI Stitches 2019

Stay ahead of the game, with the help of CHSI Stitches' business seminars delivered by Key Industry figures. No pre-booking required to take advantage of this free expert advice!

## SUNDAY

### 9.45am: THE CRAFT REPORT 2019

With Linda Jones of LJ&P, research specialists

Linda will be presenting the second exclusive and insightful report into the craft industry, focussing on consumer changes and providing guidance on how to satisfy consumer needs better. Linda Jones is an independent research specialist, who has run her own business for over 30 years

### 11.00am: WHAT MAKES YOU A GOOD SALES PERSON – SELL WHAT YOU LOVE AND LOVE WHAT YOU SELL!

With Steffi Stern, founder and owner of The Makerss

This presentation looks at the fundamental attitude to selling your products rather than equipping you with sales techniques, which can appear superficial and staged. If you want to be authentic and feel passionate about sharing what you do or sell then this presentation is right up your street! Steffi shares how to spot opportunities and be sensitive to your customer's needs. Steffi Stern has extensive experience in the crafting industry but also as an experienced business leader, entrepreneur, designer maker.

### 12.15pm: KNITITATION – JUST TWO STITCHES FOR WELLBEING

with author of Knit and Nibble, James McIntosh and Dr Ernst

James McIntosh, a life loving man, suffered a severe depressive episode that came from nowhere. His world imploded and in desperation found knitting was the cure. Together with his partner Dr Ernst they have combined knitting and mindfulness to produce a concept called Knititation. Come and find how to extol the wellbeing benefits of crafting to your customers in the session celebrating life in colour.

### 1.30pm: CREATIVE SPARKS – IGNITE PASSION AND PURPOSE TO DRIVE PEOPLE AND PROFIT IN YOUR BUSINESS

With Sarah Cressall, founder of Creation Station

With over twenty years of inspiring over one million children and adults and nurturing creativity, Sarah shares practical

tried and tested activities to help you connect and inspire with your current, past and future customers. This is a talk that will have your brains buzzing with innovative ideas to implement in your business straight away.

### 2.45pm: THINK LIKE YOUR CUSTOMER IN A DIGITAL WORLD

With Warren Knight, digital Marketing expert and CEO, Think Digital First

In this thought-provoking presentation, Warren will demystify how your online customer is "thinking" and why every business owner, entrepreneur and sales and marketing manager in the craft industry must integrate a digital marketing plan into a sales and marketing strategy and utilise Social Media, Content Marketing and Email Marketing to generate leads to win new business. Warren Knight is a top 100 Global Influencer, Digital Marketing Strategist, award-winning entrepreneur and professional Speaker.

### 4pm: DRESS TO IMPRESS: HOW TO TURN YOUR WINDOWS INTO YOUR BIGGEST SALES TOOL!

with Liz Rivers and Nicola Lugard Davies

If eyes are the window to the soul, windows are your eyes to your customers! With so much competition from online competitors and budget retailers, today's high street stores need to work twice as hard to stand out from the crowd. In today's society first impressions really do matter, so the same principle applies to your shop front. Using everyday tools, simple techniques and cost-effective decorations, learn how to maximise the impact of your most valuable marketing asset and create seasonal window displays to wow your customers and get those tills ringing!

Liz Rivers and Nicola Lugard Davies are window dressers with 60 years' worth combined experience in the high street retail sector.

## MONDAY

### 8am: INTERNATIONAL CRAFT AWARDS

With Aceville Publications

Celebrating the brands, producers, designers and retailers that have made their mark in the

craft industry this year, Aceville Publication's International Craft Awards are nominated and voted for by readers and on-line visitors of Craft Beautiful. Over 26,500 votes were cast in categories including best online brand, best international brand, best for quality and best blog. Don't miss the chance to discover who the winners are and meet some of the biggest names in crafting.

### 9.45am: THINK LIKE YOUR CUSTOMER IN A DIGITAL WORLD

With Warren Knight, digital Marketing expert and CEO, Think Digital First

### 11am: DRESS TO IMPRESS: HOW TO TURN YOUR WINDOWS INTO YOUR BIGGEST SALES TOOL!

with Liz Rivers and Nicola Lugard Davies

### 12.15pm: HOW TO BUILD A SUCCESSFUL CRAFT BUSINESS IN THE AGE OF NEW COMMUNICATIONS TECHNOLOGY

With Paul Wright, co-founder of HOCHANDA

Paul Wright gives a personal review of the social changes that have had an impact on all our lives; how different crafts and their specific skills are passed down generations, and the bearing all this change has had on the craft industry. Recognising the new challenges this has presented, and how to build a successful craft business by harnessing these new and emerging communications technologies.



### 1.30pm: THE CRAFT REPORT 2019

With Linda Jones of LJ&P, research specialists

### 2.45pm: CREATIVE SPARKS – IGNITE PASSION AND PURPOSE TO DRIVE PEOPLE AND PROFIT IN YOUR BUSINESS

With Sarah Cressall, founder of Creation Station

### 4pm: HOW YOU CAN HELP CONTINUE MAKING CRAFTING POPULAR

With Steffi Stern, founder and owner of The Makerss

Steffi looks at reasons there has been a craft explosion over the last ten years, and what values and motivations people associate with doing crafts. What does crafting mean to individuals, families and communities, and how does it help people? What does it mean in modern times to hand make items? How can the industry support makers and get more people interested in crafting? This Presentation is aimed at those who own their own crafting businesses, run craft groups, teach or just want to get better results in selling crafting materials. You will discover real insights to take away and turn into positive actions.

### 5.30pm: CRAFT BUSINESS AWARDS 2019

With Aceville Publication's Craft Business magazine

The Craft Business Awards, in their 14th year, are back, bigger and brighter than ever before. With new categories (including NEW Elite Industry Award categories) and a new glittering panel of star-studded judges, these standard-defining awards not only mean status for the winners, but better business too. Don't miss the chance to find out who the winners are at this glitzy champagne awards reception, where you can enjoy the chance to network with some of the judges, other award winners, the Craft Business magazine team and Aceville's craft department's journalists.

## TUESDAY

### 9.45am: WHAT MAKES YOU A GOOD SALES PERSON – SELL WHAT YOU LOVE AND LOVE WHAT YOU SELL!

With Steffi Stern, founder and owner of The Makerss

### 11am: CREATIVE SPARKS – IGNITE PASSION AND PURPOSE TO DRIVE PEOPLE AND PROFIT IN YOUR BUSINESS

With Sarah Cressall, founder of Creation Station

### 12.15pm: THE CRAFT REPORT 2019

With Linda Jones of LJ&P, research specialists

### 1.30pm: JOIN A GAME-CHANGING CAMPAIGN

With the team members of Let's Knit and Sew magazines Yarn Shop Day and Sew Saturday are two exciting campaigns in association with Let's Knit magazine and Sew magazine that support the craft industry's independent retailers and high street bricks 'n' mortar stores. Hear from the passionate teams who launched these initiatives and made them into the successful calendar events they have become, then find out how you can get involved to raise the profile of your business. You won't want to miss the insights, expertise and tips that this seminar offers.

# Headline speakers announced for CHSI Stitches 2019

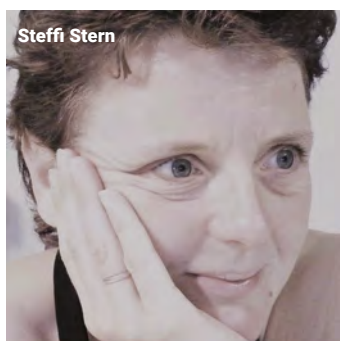
Take advantage of exclusive industry insights and trend predictions



Paul Wright



James McIntosh



Steffi Stern

**CHSI Stitches has announced headline speakers including Paul Wright, co-founder of HOCHANDA; Sarah Cressall, founder of Creation Station, and the teams behind the hugely successful Yarn Shop Day and Sew Saturday.**

The presentations will support businesses to thrive in the changing retail landscape and will offer exclusive industry insights.

Results from the keenly-anticipated Craft Report 2019, providing exclusive industry insights and trend predictions, will be revealed to visitors by Linda Jones, research specialist from LJ & P. The results of the new Craft Report for 2019 are taken from a bigger than ever sample of crafters following surveys and focus groups conducted in late 2018.

Sarah Cressall, entrepreneur, bestselling author and founder of award-winning business inspiring creativity in children and adults, The Creation Station, will share her practical tried and tested activities and ideas to give customers memorable in-store experiences.

Paul Wright, co-founder of HOCHANDA, will give a personal review of the social changes that have had an impact on the craft industry, how different crafts and their specific skills are passed down from generation and how to build a successful craft business by



Sarah Cressall

harnessing new and emerging communications technologies.

The new concept of Knititation, combining knitting and mindfulness, will be presented by the duo behind the new trend, James McIntosh and senior consultant Dr Thomas Ernst. Visitors will learn more about how to extol the wellness benefits of crafting to customers. Experienced business leader, entrepreneur and designer, Steffi Stern, from The Makerss, will share her sales knowledge with visitors, talking about fundamental attitudes to selling products, how to be authentic and feel passionate about sharing what you do or sell then and how to spot opportunities.

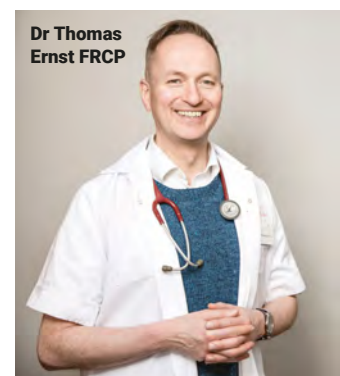
Dominic Fleming, CHSI show director, said: "We are delighted that so many craft industry

figures are coming to CHSI Stitches in February. Visitors to the show will get exclusive access to some vital industry data and expert advice to benefit their businesses and deepen their understanding of customers and the retail landscape, making the show a must for everyone in the creative craft industry. ICHF's mission is to have a crafter in every household and by supporting the industry we are getting a step closer to that goal."

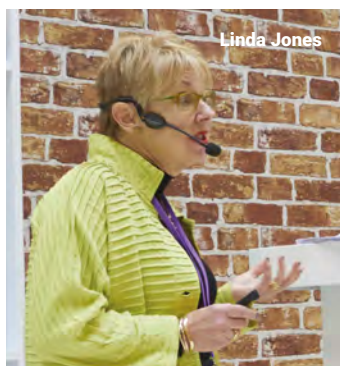
Other experts presenting at CHSI Stitches 2019 include top 100 global influencer Warren Knight, sharing his know-how on digital marketing, Liz Rivers and Nicola Luard Davies imparting decades of experience with simple techniques on creating window displays to generate sales and the team from Let's Knit and Sew magazines will talk about their successful Yarn Shop Day and Sew Saturday campaigns. No pre-booking is required for places at any of the seminars in the Presentation Theatre.

The free education programme at CHSI Stitches also covers workshops and demonstrations giving visitors opportunities to learn about new products and the latest techniques to pass on to customers and improve sales in store. Free workshop places are limited and must be booked in advance.

To register for the show visit [www.chsi.co.uk/registration](http://www.chsi.co.uk/registration).



Dr Thomas Ernst FRCP



Linda Jones



Liz Rivers

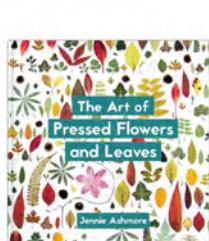


Nicola Luard



Warren Knight

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# Nordic magic instilled in yarn by combining traditional knitting techniques and modern design

**Daniela Yrjö-Koskinen**, owner and CEO Novita, explains the history and ethos of the brand

■ **The story of Novita began 90 years ago, when Ernst Gylfe, the founder of Novita, set out to fulfil his dream of providing Finns with knitting yarns of finer quality than ever before.**

He left for Britain to study the making of worsted spun yarn in Bradford, which is known as the birthplace of European yarn and textile industry. On his return to Finland, he founded his own company and started spinning yarns in Helsinki in 1928.

Today we are proud to be the largest hand knitting yarn spinnery in the Nordic Region and, as a fourth generation family-owned business, we have created around 20 different brands of hand knitting yarn.

We have invested in our production facilities to ensure

we are as energy efficient as possible – for example by re-purposing the heat generated by our dyeing process. We have moved into using Finnish biogas which is made of completely renewable resources and EKOenergy labelled energy coming from wind power. We aim to reduce the environmental load generated by our production.

All of our yarn is tested to meet the ISO quality standards. The finishing agents and dyes used in the production of Novita yarns meet the REACH regulations. We aim to choose dyes which are hypoallergenic and biodegradable as well as least harmful.

All our wool comes mainly from the UK, Norway and Finland. You can feel the pure



and unique Nordic nature and some "Nordic magic" in our yarns and design.

In the heart of midwinter, north of the Arctic Circle, there's a time when the sun stays hidden and doesn't rise above the dusky horizon in many months. When the soothing darkness settles down over the mythical slopes and valleys of Lapland, the glittery layers of soft, powdery snow light up your path in the middle of the northern wilderness.

In the middle of this complete stillness the only thing you hear is the sound of cracking snow under your feet as you wander along, the arctic wind sighing through the landscape and the magical sound of jingling bells echoing in the air, which tells you there are reindeer nearby.

If you are fortunate enough, you can experience the Northern Lights, Aurora Borealis, illuminating the dark nightly sky. It is said that the Northern Lights listen and understand the spectator below, so you should silently gaze at the flaming lights above and listen closely with your heart to hear what the nature wants you to know.

Our passion is to combine traditional knitting techniques and modern design to create knits which are refreshing but also timeless. Novita's knits and designs are widely presented on social media. Our username @novitaknits can be found on Instagram, Pinterest, Facebook and Ravelry. We have also an inspiring knitting community at [www.novitaknits.com](http://www.novitaknits.com) with over 130,000 members.



■ **Could you tell me a little bit about your background?**

I am 47 years old and the proud owner and CEO of Novita, representing the fourth generation of our family company. Novita has always been part of my life. From childhood I ran in the corridors of the factory and during the summers I did all kinds of work from sorting yarns to office work.

After completing my studies, it was important for me to gain work experience from outside our family business. It would have been difficult to continue in the footsteps of a charismatic father if he had not had good self-esteem and experience in the corporate world. My father has also always encouraged us to study and seek work experience elsewhere before we enter the service of our family business.

After graduating with a Master of Science in Economics from the Swedish School of Economics, I studied international marketing at the University of California, Berkeley, in the United States. After that I got to work as a marketing trainee at Revlon's London office. Later, as a Marketing Manager, I was responsible for international marketing in over 30 countries. I worked at Revlon for five years, after which I returned to Finland in 1997 and started as Marketing Manager at Novita. In 2010 I became the CEO of Novita.

■ **How much did you enjoy studying in California and what did you take away from your time in the US?**

I loved studying international business at the distinguished University of California. I learned so much about international marketing and that the key to success is customer focus, which is also one of Novita's most important values today, with a happy customer always at the heart of everything we do. We want to work in close dialogue and listen carefully to our old and new customers alike. We use all possible channels to meet and exceed their expectations and to provide support and advice for any problems that users of our products may experience.

■ **What skills did you learn as Marketing Manager at Revlon that you were able to transfer to Novita?**

The best lesson from Revlon was to appreciate teamwork and good people around you. You have to dare to hire smarter people than yourself, follow what your competitors are doing, but find your own way and be innovative and believe in yourself. Just a good product is not enough. There must be a great overall concept, including a unique lifestyle built around the product, inspiring knitting patterns and an inspiring knitting community and video tutorials to help the consumer succeed.

■ **How easy was the decision to take on the role at Novita?**

It was a quite easy decision. This has always been my dream. As a seven-year-old little girl I wrote in my school essay that I want to become the General Manager of Novita when I grow up. I'm following in the footsteps of my great-grandfather. He made his dream come true by founding the company in Helsinki 90 years ago, and now that I'm running the company as a representative of the fourth generation, I'm living my dream too, building a stronger international presence for our company.

■ **What did you want to achieve at Novita and what direction did you want to take the company in?**

I believe that girls with dreams become women with visions and my vision of the future is that Novita is as a innovative, sustainable and international producer of handknitting yarns known for its unique Nordic designs and inspirational knitting community.

■ **How important is the Finish heritage of the company to the brand?**

The Finish heritage is very important for us and at Novita, we are inspired by the magic of the Nordic nature - the peacefulness, the never ending space and the quietness to hear yourself breathe. Our designers draw their inspiration from timeless finish folklore classics as well as pure and simple Nordic esthetics. I am proud to say that we still have a yarn manufacturing in Finland where

“Here at Novita we are inspired by the magic of northern nature – the peacefulness, the never-ending space and the quietness to hear yourself breathe”





# NOT JUST FOLLOWING IN THE FAMILY BUSINESS BUT LEADING THE WAY

**Daniela Yrjö-Koskinen**, owner and CEO Novita, talks about her life and the brand she loves

we employ approximately 80 people. We believe in the professionalism of design and sustainable craftsmanship from Finland. Our yarns and designs tell the story of our Nordic roots, our family and our dedication to the craft.

## How do you see the British market developing for you and how do you intend to increase your business in the UK?

The circle has closed in one way, as Novita has started exports to Britain. The same country where Ernst Gylfe, the founder of the company, travelled 90 years ago to learn more about spinning.

Novita started cooperation with the internationally renowned British John Lewis department store chain on an exclusive basis in autumn 2018 and is now looking forward to increase the number of retail customers in the British market.

We are very pleased with the sales and interest of the Novita yarns and designs and are proud to have entered the English market with a very long tradition of knitting culture and yarn production. Novita's 90th anniversary is reflected in the fact that the wool yarns are now offered with carefully designed, inspiring knitting patterns and a lively knitting community [www.novitaknits.com](http://www.novitaknits.com). We are proud



that Novita's distinctive yarns and knitting collections have attracted interest in England.

## Sustainability looks to be an important factor for Novita – how do you achieve this and what measures have you put in place?

In collaboration with our customers and partners, Novita participates every year in various charities and charitable projects to promote causes that are close to our heart. In a charity aspect we cooperate this year with WWF to protect arctic nature and animals.

Novita is passionate about sustainable development and reducing the environmental load of our operations to a minimum. We invest heavily in renewable energy sources and purchase our wool raw materials from nearby regions such as Britain, Finland and Norway. We create fine quality hand-knitting yarns and unique design from the largest yarn spinnery in the Nordic region. We also work hard to maintain the tradition of handcrafts. We use the best materials and deliver reliable yarns that can always be trusted.



For generations we have been refining our work to provide the most timely and inspirational product possible. The long sight and patient commitment to development reflects not only stability of business but also the well-being of its employees. We carry out our responsibility to transfer the business to fifth generation and keep the company in family's hands.

It has been a great pleasure to notify say our values: quality, responsible manufacturing, genuine natural raw material have become even more important to us and also to our consumers.

This give us great faith that we have been doing the right things and will be doing them also in the future.

## How important is your Knitting community – Knittery – to the company?

We have more than 130,000 registered members in our knitting community "Knittery" at [www.novitaknits.com](http://www.novitaknits.com). There the consumer can get inspiration and information about our products and knitting patterns and share their own designs and ideas with other knitting enthusiast from different countries. We want to inspire makers to create and share.

## What future plans do you have for Novita and the brand?

I strongly believe in the future and I have the feeling of continuing the handicrafts tradition. We have inherited this family company from my father's ancestors and, therefore, I consider that our duty is to take care of it now and in the future. I believe that a family business will survive only if each generation has its own dream and goal for the destiny of the company.

Our dream is to move this company to the next generation as an international and digital company. The knitting industry is also in good shape. Knitting and crocheting have gained great popularity all over the world. I believe we are only at the beginning of a long rise.



# Happy New Trends!

Angela Sara West gets the lowdown from key industry figures on the craft trends we're already enjoying and are set to see in 2019

■ **Are you somewhere over the rainbows and unicorns?** Wabi-sabi, coral, conscious crafting, sustainability... there's also a dash of Disney magic in the air! It looks like a very exciting and colourful year ahead for craft and you'll find it all here in our comprehensive craft trends forecast.

The craft industry is built on innovations and trends, and thrifty crafters are choosing to use craft materials in new exciting and inventive ways, from clothes and home décor items to weddings and baby gifts. Jump on board the trend train – time for some current and next-season craft plotting!

■ **Katie French, Editorial Director of the world's 'finest' art and craft book publisher, Search Press,**

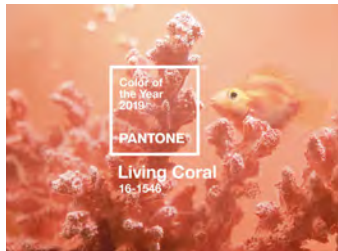


says the current love of all things crafty shows no sign of abating. "The handmade vibe continues to find its way into high street fashion and interiors. People who have been bitten by the crafting bug are always on the look-out for new ideas, and this will result in a resurgence of interest in traditional and long-forgotten techniques."

## 2019 - CORAL IS KEY

■ **We rang in the New Year and with it came new trends.**

Spotted prolifically, not only fashion runways and social media, but even smartphones, having been crowned as the global authority on colour, Pantone's chosen colour of the year, Living Coral, emerged at the end of last year as a cheerful and versatile hue which is making big waves in the interior design, fashion and craft worlds. Radiating much-needed positivity and warmth, the muted terracotta tone taking the fashion, craft and



interiors world by storm is set to shine brightly throughout 2019.

While coral colour is king, yellow is another 'It' colour, from citrus to golden sunshine, to burnt mustard sunset tones. And it looks like sorbet colours, greens and blues should be on your 2019 palette, too.

## GO WILD WITH ANIMAL PRINTS

■ **The resort collections gauge designers' thoughts for the year ahead, with dominant trends including animal and landscape motifs, sportswear, 1980s references, and bleached denim, all set to move from the catwalk to our crafting tables.**

Animal print was prolific last year, and we're still crazy about the classic prints which never go out of style. Lovely leopard designs, zany zebra stripes, sleek snake prints.... There are a lot of coloured versions out there taking us right through to the summer – make sure they're on your fashion radar!

Pretty-as-a-picture florals are another big trend that never really go out of style, although 2019 is all about big bold floral prints, many of them mixed for a fashion-forward look. Perfect prints with a retro vibe, you can't have missed the elegant scarf prints that are also huge right now.

From tangerine dreams, to emerald greens, the high street is awash with cheery colours for winter. We're seeing colour-clashing reds and purples, forest greens and a lot of cobalt blue coming through.

Practically perfect fashions, such as nipped-in little jackets, high collars, bustiers and skirts, have made it from the runways to the red carpets and our wardrobes. The Mary Poppins effect has seen us fall in love with modesty dressing, and a Dior-styled Emily Blunt looked sensationally supercalifragilisticexpialidocious in Edwardian-style gracing the cover of Vogue, ubiquitous umbrella in hand.

Rope shoes, rope belts, rope ties... big designers are styling things up naturally and sending rope details down the catwalks. Tie die will be big news, too. A cracker at Christmas, 90s retro fave Chenille is back. We've seen the return of the high-waisted trousers and now the headband is back – it's the crowning glory on Prada spring/summer catwalks, celebs and royals.

Other must-have trends include midi lengths and curved and asymmetric hemlines. The flattering take on the shirt dress has been a phenomenal success and wrap skirts are definitely 'in'.

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## PERSONALISATION, PERSONALISATION, PERSONALISATION

■ A very merry and bright Christmas 2018 was all about adding a personal touch to create unique, personalised decorations and gifts. Impacting the craft world in a big way, the personalisation trend has transformed many different areas of the craft scene, too.

"Handcrafted goods are hugely popular at the moment, as consumers look to add personalised, homely touches to spaces," says Giovanni Musio, Head of Marketing at Spring and Autumn Fairs. "With that in mind, Spring Fair is a must-attend event with a commitment to bringing together handcrafted goods experts from across the globe, offering visitors unique, new and trend-led handcrafted produce."

"The power to personalise and create beautiful one-off designs is why we're seeing such an increased interest in crafting," explains Becks Beere, founder and manager of AVEC, a leading partner for DTR license management and private label within craft, hobby, gift and stationery, spanning



Europe, North and South America and Australia. "Even high-level celebrity influencers have embraced the trend, with stars from Kate Hudson to Kris Jenner getting involved."

Specialising in arts and craft supplies, home decoration, gifts and wrap accessories and stationery (another massive growth area when it comes to trends), licensing company AVEC develops creative products for countless retail chains. From dies and doorstops and fabric charms and fat quarters, to stamps and stationery and cross stitch and candles... this creative

company has every trend covered, continuously adapting to the changing need and trend within the retail landscape. Its design and product development 'rockstars' produce not only Kirstie Allsopp-branded goods, but also on-trend Disney, WB, Harry Potter, Cath Kidston, Paddington, Batman and Superman, among many others.

"I think personalisation is massive at the moment. I'm seeing a massive rise in crafting with iron-on vinyl to upcycle clothing and accessories," says designer/blogger/YouTuber, Emma Jewell, who is also a presenter on Hochanda TV.

## TOP INTERIOR TRENDS - ROCKING THE CONCRETE LOOK!

■ From 'Rough Luxe' to '70s Revival', 2019 is set to be a year full of colour and textures.

Industrial décor continues to be popular amongst interior enthusiasts, many incorporating luxurious finishes and elegant accessories in an industrial-inspired space. With the uncertainty surrounding Brexit, and the knock-on effect to house prices, people are future-proofing and refurbishing properties, rather than moving home, and we are making our mark on our homes even more, reflecting an extension of our personality.

Taking the rough with the smooth, 2018 brought a fair few polarising design trends, including a rethought rock-solid décor look. Often regarded as cold, concrete might not be the first material you think of when considering fresh interior trends for spring, but it's actually an incredibly versatile material that's making all kinds of waves and style statements on the interior design scene. Despite its reputation for being a rather cool and unforgiving material, it can actually work wonders to enhance warmth and depth to a home, lending a sophisticated industrial edge.

Whether it's pendant lamps, candle holders or concrete teapots(!), cement stoneware or earthenware, this striking material in a variety of forms has become a firm fixture in the design landscape, adding subtle strength and definition. Try the trend and get in on the action! Rough Luxe, where refined luxury meets rough industrial finishes, sees warm metallics like brass and gold, mixed with exposed brick and concrete. Metal or concrete-effect tile can create an industrial look whilst retains luxury, for a space that simply exudes style.

The UK's leading lifestyle show, Top Drawer and CRAFT, now in its ninth edition, last month saw makers across ceramics and glass, fashion and textiles, jewellery and mixed media disciplines present their new ranges, all beautifully handmade and crafted with refined skills, aligned with the strong market and consumer trends. "The trend forecast for next season brings some extraordinary and exciting looks," says Alejandra Campos (pictured), Show Director of Top Drawer. "The latest trends presented across all 11 of our lifestyle sectors at Top Drawer this January included rich, deep colours and textures of rusty earth, as well as a search for sensorial, tactile experiences that are achieved by contrasting different materials and surfaces; a mix of rough and smooth."

Last year saw the talk-of-the-town terrazzo trend and magnificent marble has seen a big resurgence recently, too, with the more adventurous making their own mark with the 'marbellous' natural material, which comes in a range of colours and unique markings. Thanks to the latest technologies, home ceramics are experiencing a very interesting growth, with smashing souped-up tiles and other kitchen pieces top of the pots!



Becks Beere



## A NATURAL HOME

■ Today's modern homeowners are enjoying natural materials mixed with contemporary designs, a touch of heritage and tactile materiality.

Materials such as wood, bamboo, rattan, seagrass, wicker, and cork naturally provide warmth and texture to spaces. With 'perfection' apparently 'boring!', there's a focus on imperfect finishes, encapsulating nature at its best.

The growth of natural fabrics such as linen reflects an ongoing shift towards sustainability. Picking a leaf of inspiration from seasonal spring tones, with its soft beige and oatmeal shades, linen pairs up well with elements like indoor plants, rattan and wood for a tranquil, relaxed vibe in the home, perfect for conscious crafting! The inside-outside look is still strong, whether through bringing greenery indoors or experimenting with wood finishing, from rustic and tropical to airy and Scandi minimalism.

"Environmental issues are becoming increasingly important to people, and crafters are

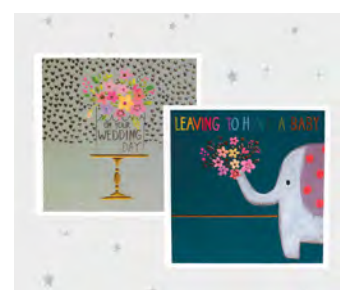
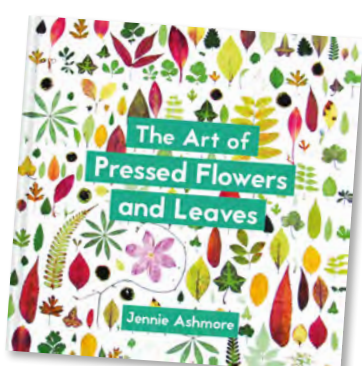
turning more and more to using natural crafting materials and tools," says Katie French, Search Press. "Plastic crochet hooks and knitting needles are giving way to those made of wood and bamboo, and natural, pure wool yarns and wool felt are preferred over their synthetic counterparts. The desire for naturalness is also reflected in design, with textured, tactile finishes being favoured over excessive refinement and embellishment."

Simon Burns, Managing Director, ICHF events, says we'll see a clear trend towards more sustainable crafting with consumers looking for environmentally-conscious products throughout 2019. "This may be yarns, fabrics and other craft supplies made from recycled materials or, for example, using natural dyes and production techniques."

"I think the trend for nature and natural materials will continue, and the ecological concerns will feed into that," says Tina Persaud, Publishing Director, Batsford. "The mindful nature of so much craft will probably be



Tropical trend as well as uplifting female support message combine on this new BEE design from Belly Button



Above: Textured embossing features heavily on Paper Salad's Jamboree range  
Right: Popular flamingoes on a Picolo design from Rachel Ellen



more heavily flagged, as it should be, and super simple stitch will be more popular. At Batsford, we see this trend in titles such as 'The Art of Pressed Flowers and Leaves' by Jennie Ashmore (out May 2019) and 'Mark-Making Through the Seasons' by Helen Parrott (out August 2019)."

"The concern about the environment is, not surprisingly, having an influence, which we can see through a strong presence of wonderful animals and birds, notably sloths, pandas, flamingos, llamas, toucans and koalas, or in the production techniques used, explains Amanda Fergusson, CEO of the

GCA. "Biodegradable glitter has started to be adopted by several publishers, for example, which is a trend we expect to continue."

"In 2019, crafting is not just a hobby, but also a way of leading a more sustainable lifestyle, which we can see through the growing trend of visible mending. Our book on the subject, 'Mend & Patch' by tailor Kerstin Neumüller, is out in June." Says Katie Cowan, Publishing Director, Pavilion, Indie publisher of non-fiction and children's books.

## SUSTAINABILITY, SUSTAINABILITY, SUSTAINABILITY

■ A BIG buzzword across all industries, the world is waking up to the need to protect our environment for future generations, and sustainability has become a 'mega-trend'.

Pages and posts on websites relating to craft come top of polls for the most-searched-for topic, with those relating to recycling, revamping and repurposing, boasting the best ratings.

Numerous craft companies are getting savvy on the sustainable front and fabrics of the future include on-trend denim, nylon, silk and synthetics, all designed with a greener future in mind.

"Trends for 2019 are all about individuality, personality and authenticity," Kelly Hoppen tells me. "Our interiors, the way we decorate our homes and the way we dress should reflect the way we live, and design is relative to this. Sustainability is a running theme, and we are likely to see consumers



move away from throwaway interiors and, just like fashion, people will lean more towards timeless investment pieces."

Hoppen says she has seen a large increase in curved edges and arches in interiors. "This will translate into crafts via ceramics and jewellery. Another trend we will see in every format this year is matte black; whether its home fixtures, our furniture, or fashion accessories."



## CROCHET CRAZE

■ Celebs are going loopy for it, and Hobbycraft has just revealed that crocheting is set to be one of the most popular crafts in 2019, topping the New Year craft hobbies list. The UK's largest craft retailer has already seen searches for 'crochet' on its website increase by 78 per cent compared to last year.

New Year often = new challenge, and crochet is proving a popular hobby to take up and become happily hooked. Hobbycraft recently launched its 'Get Started In' campaign, with a focus on a different craft each month throughout 2019 to inspire creativity, kicking off with crochet. The craft is a popular fashion choice which has been showcased by Michael Kors within their 2019 spring summer collection, as well as Tommy Hilfiger in recent years. Famous faces are going crazy for crochet, and are leading the way with the ancient craft's revival. Big names have been seen rocking crochet creations, from handbags to socks, on the runways, social scene and even the beach – 'Made in Chelsea' star and Queen of the 'Celebrity Jungle', Georgia Toffolo, made a statement with her crochet bikini on her latest hols.

"Crochet is an age-old craft which is seeing a resurgence, mainly thanks to fashion where we've recently seen lots of crocheted pieces on the catwalk," comments Katherine Paterson, Customer Development Director at Hobbycraft. "Our customers are embracing this craft as sales show, and our blog posts on how to crochet have seen strong traffic, so look out for seeing a surge of handmade crochet clothes and accessories this year!"

## THE BEE IS BACK!

■ With the recent renewed uptake in sewing, and 'The Great British Sewing Bee' back on our screens this February, we're no doubt set to see even more people picking up a needle and thread. Judge Patrick Grant says sustainability is a huge theme this year. "We have a great new week on the series called 'Reduce Reuse Recycle', focusing on one of the huge issues facing the world of clothing right now, something that I personally feel hugely passionate about. We hope it will encourage viewers to think differently about their clothing, and discover ways in which we can all have a positive impact in this area."



Credit: BBC

## NICE KNITS

■ On a different tack, Katie Cowan, Publishing Director, Pavilion Books, says the interest for knitting, as well as crochet and sewing books is still strong. "We are very excited to be working with some of the most sought-after designers in the field this year, including Kerry Lord of TOFT ('Edward's Wild Menagerie', out in October), Stuart Hillard ('Simple Shapes, Stunning Quilts', out in August) and Sincerely Louise ('The Knitter's Activity Book', published in July)."

"We have seen a new generation breathing new life into knitting, crochet, sewing, embroidery and quilting. And it's been wonderful to see crafters hopping from one craft to another, using inspirations from a variety of



sources and mixing them up to create something new, unique and personal!" says Michael Robb, Sales Director, GMC Distribution. Alongside publishing books and magazines, the GMC team regularly exhibits at trade shows and public shows on both sides of the Atlantic, giving

them unique access to what their customers are asking for, and distributes for over 40 other book and magazine publishers from the UK and the US, meaning their fingers are on the pulse of all the happening trends.

"You really have to keep your eye on fashion and you see lots of different themes coming through that tend to work all the way through into clothing in handbags, home decor and furnishings. So you have to be aware of what the next trends are and what's moving forward," explains TV presenter and craft expert, Dawn Bibby.

"There has been a big resurgence in fabrics and soft crafts and, I think, embroidery is making a strong comeback. Personally, I'm working on appliqué and printed fabrics, but I also think the next big thing has to be knitting."

"I'm really enjoying the specialist and quirky knitting projects which are being produced," says Wendy Turner Webster, one half of the Crafty Beggars. "I recently purchased two brilliantly-crafted 'Handmaids' inspired by the novel and TV series 'The Handmaid's Tale'. For this year, I think big statement pieces of handcrafted home décor items are going to shine... things that someone who walks into your home will see and go, 'Wow!'"



## PAPERCRAFT PERFECTION

■ As for greeting card designs, they continue to reflect society, according to Amanda Fergusson, GCA (pictured). "Be it in colour palettes that chime with the fashions of the day, words or phrases that have come into popular parlance, or the tone of the editorial that chimes with the emotional barometer of the nation." Looking to specific trends and themes that are hot right now on greeting cards, Amanda highlights "A continuation of the tropical, featuring bold foliage and bright blooms, often with a touch of Frida Kahlo, remains strong. At odds with this is the 'clean fonts against solid block backgrounds' trend, an approach that lends itself to both contemporary sentiments and humour."

Amanda also points to how "female empowerment" features ever stronger, whether through figurative depictions of female friends together, or inspirational or fun affirmations. Rejoicing in the tangibility of greeting cards, Amanda says that "texture, be it through the board or the interesting embossing techniques, is coming into play more."

A huge wave of crafters are discovering the joy of crêpe paper flower making, too. Paper plants are proving popular, and detailed paper cut designs are also still on trend, with wonderful window displays and wearable art making the cut.

2019 sees many more great books reflecting all of the latest craft trends, and Michael Robbs says the trend-setters among GMC's recent and upcoming titles include 'Crêpe Paper Flowers' by Lia Griffith, 'Pop Manga Mermaids & Other Sea Creatures' by Camilla D'Errico, 'The Ultimate Guide to Brush Lettering' by Peggy Dean, 'The Gift of Calligraphy' by Maybelle Imasa-Stukuls, 'Feminist Cross Stitch' by Stephanie Rohr, 'Knitted Safari' by Sarah Keen, 'Fat Quarter: Toys' by Susie Johns, 'Weekend Makes: Patchwork', the first in a brand new craft series by Janet Goddard, and 'Sashiko' by Jill Clay.



## STATESIDE TRENDS

■ **Across the Pond, Keri Cunningham, Senior Director of Marketing & Research, Association For Creative Industries (AFCI) says "According to the Association For Creative Industries' latest study, craft participation in the United States is vibrant and growing.**



Crafters are participating in a variety of different crafts while their interests expand. The most popular categories in participation and spend continue to include painting and drawing, edible arts, kids crafts, papercrafts and sewing and fabric."



## HUG IT OUT WITH CHUNKY YARN!

■ **Chunky yarn makes and super-chunky amigurumi toys are BIG news.** Well known for her giant metre-long knitting needles and huge balls of yarn, Claire Gelder, founder & co-owner of Wool Couture, says the chunky knit trend is here to stay. "And we're now seeing a lot more people trying out chunky crochet. This is going to be one of our main focuses for this year. Our crochet courses are regularly fully booked." She says when someone handmakes, they are more inclined to love and keep that piece much longer than if it's bought off the shelf. "In this throwaway culture, we believe the way forward is handmade!"

## FORGOTTEN CRAFTS REFOUND

■ **"Expect to see forgotten crafts and techniques," says Katie French, Search Press.** "Bargello, yarn spinning, rug hooking, candle making and string art are making something of a comeback, and knitters will be honing their traditional skills and putting a modern twist on Fair Isle, lace and cable knitting. Vintage florals are giving way to strong botanicals and Kawaii-inspired art, and quintessential English country style is losing out to African, Asian and South American influences. Japanese style is as popular as ever, and in 2019 will continue to find its way into knitting, quilting, origami, needle felting and embroidery."

"It's been great to see renewed interest in macramé, quilting, weaving, sashiko, hand lettering, calligraphy and papercraft," adds Michael Robb, Sales Director, GMC Distribution.

## DIRTY CRAFTING!

■ **Want to get ahead of the game?** Try one of the newest, hottest, and "most-fun-ever", trends in art! Michael Robb, GMC, says 'Get Started in Paint Pouring' by Nicky James Burch (Leisure Arts Inc) is a trendsetter, while Hobbycraft reveals that dirty pouring, mixing more than one paint colour in the same container before adding (or pouring) it to a canvas or substrate, is becoming more and more popular, with sales of the fluid art kits increasing by 14 per cent last year. Sales of wood blanks were up 360 per cent last year, used as a base for pyrography projects – a pen-like wood-burning tool used to create unique and personalised gifts or something for the home. Calligraphy items were also up 40 per cent

compared to the previous year, as the nation perfects their personalisation and writing skills.

"It was very interesting to see that writing tools and personalisation were becoming such a popular trends ahead of 2019 and we think dirty pouring is such a great technique, with each piece of art different and totally bespoke. We hope that by increasing our lines, we'll encourage more people to take up dirty pouring!" says Katherine Paterson, Hobbycraft.

Candle making is another trend, which saw a 41 per cent rise in sales last year compared to 2017. Hobbycraft's social video, 'How to Make Flowerbomb Candles', reached over 84,000 people on Facebook alone. Hobbycraft also highlights a trend alert for traditional Japanese wabi-sabi, which is all about the art of, and beauty in, imperfection. There has been upsurge in crafters upcycling broken items, such as pots and clothing, by adding gold paint or colourful thread and creating patterns from the cracks.



"Upcycling and repurposing also remains strong, and sustainability is a key focus for us and our customers through 2019," says Becks Beere, AVEC. "Calligraphy, brush lettering, pyrography and marbling, as well as traditional crafts such as macramé, candle making and origami, which are being given a modern twist, are all key trends for 2019."

Glassmaking is not forgotten, either. "Amongst many others, our 2019 Spring Fair event welcomes the likes of handmade scented soy candle makers, Beauty Scents, luxury handmade greetings cards and stationery crafters, Hearts Designs, and one of the world's most prominent fused glass artists in Jo Downs," says Giovanni Musio, Spring and Autumn Fair.



## STREET ART

■ **Eat your heart out, Banksy!** Michael Reichhold, Director of Creativeworld Messe Frankfurt Exhibition GmbH, says street art is a big trend in the business. "Street art is very much on trend. It appeals to a broad target audience, ranging from teenagers and graffiti artists, to the older generation. Accordingly, street art is ideal for inclusion in traditional fine arts and creative goods retail shops. At Creativeworld, we have been following the growing enthusiasm for urban art and graffiti for some years now, and we welcome numerous manufacturers, such as Montana Cans, Montana Colors, NBQ, Royal Talens and Feuerstein GmbH with their own brand Molotow, who offer products and materials for it."





## 90 YEARS OF MAGIC! DISNEY DREAMS COMING TRUE...

Can you believe our favourite mouse is 90?!! And Mickey is UBER fashionable, with brands jumping on board the Disney bandwagon, creating clothes, accessories and homeware for fans of all ages to mark Mickey Mouse's 90th birthday. Other Disney characters are popping up everywhere, too. Cath Kidston's Disney collaboration sees enchanting playful prints with their Bambi X range, while AVEC has also embraced the much-loved trend. "Licensed offerings remain key and we are excited to be working with Disney on cross category launches to complement important theatrical releases, including 'Toy Story 4', and the new live action releases of 'The Lion King', 'Aladdin' and 'Frozen 2', says Becks Beere, AVEC. "Also new for 2019 is an exciting partnership with Peppa Pig!"

Cartoon sweaters are seriously stylish and, alongside Disney superfans, the fashion crowd is snapping up young-at-heart sweaters sporting Walt Disney's iconic characters getting a designer spin. Gucci's S/S'19 features Snow White on sweaters, Zara's gone zany for Dumbo, Lacoste for Mickey's girlfriend Minnie, while Miu Miu's opted for the Aristocrats. Kelly Hoppen reveals working with Disney on Mickey Mouse's 90th anniversary collection was among her most exciting recent projects. "We launched wallpapers and murals with Graham & Brown, followed by rugs with Essie, and I'm delighted with how well the collections have been received. Next up, we will shortly be launching a Mickey sculpture with Leblon Delienne and bedding with QVC!"



## MAKE IT MINDFUL

Alongside sustainable creativity, we're seeing the increasingly-important theme of wellbeing awareness top agendas, too. It's official that crafting is good for us – mentally, physically and socially. Fighting fast fashion with slow fashion, making at our own pace and mindfully, is beneficial for our health. Design-led Top Drawer included a wellbeing lifestyle sector this year, while up there among Creativeworld's 2019/2020 trends are cosiness, get-togethers with friends, parties and self-decorated tables. "In 2018, we saw consumer interest peak in candle making, macramé and lino printing. Looking ahead, deep into 2019, we expect to see a greater focus on products marketable as mindful or meditative. That's because amidst the clamour and stress of our hectic, tech-dependent lives, more and more people are craving inexpensive methods of detoxing," says Giovanni Musio, Spring and Autumn Fairs. "With increased

awareness and the emergence of coping tactics, such as mindfulness, more and more people will be turning to arts and crafts as one way of addressing their mental wellbeing in 2019." "Colouring in particular has resulted in a growth in interest in drawing and painting," says Katie French, Search Press. "People are honing their artistic skills to create beautiful wall art, handmade greetings cards and embellished journals and scrapbooks and, in 2019, they will continue to carry these skills into painted pottery and mixed media textile art. The holistic advantages of crafting that were highlighted by the colouring phenomenon are as strong as ever, and two of the prime reasons why people get into crafts is to de-stress and connect with like-minded people," Katie continues. "Online crafting groups will continue to flourish, and crafts that involve mindful, repetitive actions, such as embroidery, knitting and crochet, show no signs of going away."

## DISNEY COUTURE JEWELS

Jewellers are also getting in on the act and dazzling Disney earrings, necklaces, bracelets, rings and charms are being worn by celebrities around the globe. Jewellers are weaving wonderful stories into magical designs and, with the fairy tale arrivals of their Disney collection, iconic jeweller Pandora has produced gorgeous homages with its magical pieces, including hand-crafted Disney charms such as Mary Poppins' bag, Pinocchio, the Seven dwarfs and Donald Duck to celebrate Mickey's big birthday.

"Right now, people want quality, transparency and sustainability. These things have always been core values for Pandora," Francesco Terzo and Filippo Ficarelli VP Creative Directors of Pandora, explain. "In line with this tendency,

we see the trend of mixing old and new, iconic pieces from previous collections that are relevant season after season, styled with new pieces from the current collections. We like the idea of combining many small pendants on a necklace or chain – it's a nice way of carrying meaningful memories from the past and continuing to add to that story by styling with new ones." From playful pieces in every colour of the rainbow with 'Quality Street'-style gems, to on-trend scene-stealing pearls for all-out glamour, other sensational jewellery

trends seeing us sparkle include 'must-have' XXL ear-wear, futuristic ear cuffs and neck brace chokers. Layering is leading the pack, with mixing'n'matching lending a vintage allure at Alexander McQueen. From clustered hair slides to necklaces, pearl-tastic shells are everywhere, and gold is back and better than ever. Playing cupid? With Valentine's day around the corner, Pandora's latest collection is perfect for star-crossed lovers and Disney fans alike. Dangle charm rings and romantic cutting-edge collections, by high-end designers such as Karl Lagerfeld, are also gracing famous fingers.



## MIXED MEDIA MAKEOVERS

"A couple of trends that I have noticed coming through various avenues are foiling and mixed media," says Gentleman Crafter, John Bloodworth, a demonstrator for Create and Craft TV. "The foiled finish seems to have returned to craft in a different form over the last 18 months, with many brands launching different ways to achieve a more personal approach to this. This was part of the reason I was so super excited to be selected to work with Couture Creations and their GoPress & Foil system!" He says mixed media seems to have been driven by the expansion of journaling, and looks to be growing exponentially. "I, for one, am glad! Although this style is not a new concept, I have been an advocate of personal creative expression for a long time and this style gives so much scope for creative enjoyment that it's great to see more and more people being experimental with their use of both traditional and contemporary mediums!"



## THE NEW UNICORNS?

Following in the footsteps of the flamingo and ubiquitous unicorn, the humpless Alpaca made an appearance as 2018's new animal trend, with brands including Cath Kidston launching a range. What's set for stardom in 2019? "I think that unicorns are going to stay for a little while. They seem to still be really popular," says Dawn Bibby. "Llamas and alpacas are still coming through. We're also seeing mermaids and underwater scenes and, I think, we will see more wildlife - toucans, hummingbirds, a little bit of jungle style. So, I think this year will be exciting and colourful!" The unicorn trend has been described as "marketing magic". "I think the unicorn trend was a fab gateway for trend crafting to push its way through to the forefront,"



says Emma Jewell who, along with Dawn, is a presenter on Hochanda TV. "Hopefully, it will pave the way for lots more cool crafts to take the stage. I reckon sloths, leopard print and swans will be big this year!"

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# In Bed with Peter Andre at Hos Home!



Global singing sensation and star of the stage, **Peter Andre**, chats exclusively with Angela Sara West about his top design tips, fragrances, clothing collections and a new capsule collection of beds for celeb-loved Hos Home

■ **From opening for Madonna and moonwalking in Michael Jackson's famous footsteps, to waltzing his way into our living rooms in 'Strictly Come Dancing' and conquering his fears in the 'Celebrity Jungle', this pop star-turned-presenter-turned-Hollywood actor has been making waves in the music and entertainment business for an impressive quarter of a century.** And now, inspired by his time presenting '60-Minute Makeover', he's turned his multi-talented hands to design.

With 25 years in showbiz under his belt, plus a plethora of projects in the pipeline, this irrepressible star is just hot off the stage from a retro 90s tour following filming for a new movie role in LA, while next month, he celebrates with a very special anniversary tour, taking him on the road again. But that's not all... creative pop sensation Peter Andre's also added a new string to his bow; having designed clothing collections and formulated fragrances, he recently launched a luxury, but wallet-friendly, interiors range.

■ **NEW FACES - BIG BREAK**  
Born in England but raised in Australia from the age of six,

Peter discovered his passion for music at an early age, with Michael Jackson his biggest inspiration growing up. "I've loved music ever since I was young, but I have to tell you, my parents didn't want me to go into music, so when I went into the business, they were petrified!" he tells me. "They were thinking of all the common pitfalls, but I wanted to show that, if you are honest as a performer, it can be OK."

And that ensuing career in the industry has worked out as

a whole lot more than okay... it's been a total triumph! Alongside his singing success, Peter's become a popular TV personality and is now finding fame as a Hollywood actor, too. But how did it all begin for this global icon? He first rose to fame as a singer during the '90s, after his big break at sweet 16, when his 1990 appearance on the Australian TV talent show 'New Faces' resulted in a recording contract.

Following success in his adopted Oz, the pop star sang his way into the limelight back in Blighty. After moving to London, Peter forged a successful music career in Europe with his much-loved single 'Mysterious Girl', with follow-up singles 'Flava' and 'I Feel You' both hitting the number one spot in the singles chart, seeing Peter become the sixth best-selling artist of the decade in the UK.

Opening for the Material Girl's Girlie Show World Tour stadium tours 25 years ago also put him on his path to superstardom. "I mean, it was Madonna! The biggest pop star in the world... it totally blew my mind..." He went on to become an internationally-acclaimed music star, touring with his own shows all over the world, winning countless accolades along the way. Having clocked up three number one singles, a number one album and ten top five singles in the UK alone, he's also clinched two platinum and three gold albums along with numerous gongs, including a prestigious World Music Award and no fewer than three ARIAs (Australian Recording Industry Association Music Awards).

■ **JUNGLE LIFE, STRICTLY DANCEFLOOR MOVES & 60 MINUTE MAKEOVERS**

Following four further Top Ten singles, the '90s pop pin-up took some time out, but came back with a bang after his break from the public eye, finding fame again when he entered the jungle for 'I'm A Celebrity... Get Me Out of Here!', where he wrote the song 'Insania' and gave fans a daily dose of those impressive abs. Shortly after, the 2004 re-release of 'Mysterious Girl' went straight to the top of the UK charts, eight years after its original release, seeing the celebrated singer enter the Guinness Book of Records as the only singer to have the same song hit the top of the UK charts three times! Gracing the 'Strictly' dancefloor in 2015, the King of Pop and 90s nostalgia more recently performed several Michael Jackson hits to rave reviews at 'Thriller Live' in aid of The Prince's Trust, "One of the biggest honours of my life!" And along with reality shows a-go-go, there have been other small-screen appearances aplenty, including presenting gigs galore on shows such as '60 Minute Makeover', showbusiness reporter jobs





on ITV's 'This Morning' and cookery slots on 'Lorraine'.

### ■ CELEBRATING 25 YEARS IN SHOWBIZ!

He's also making a new name for himself in Hollywood, having landed a leading part in 'The Inheritance', filmed last year in LA, along with voicing the character of a mischievous rally car in the latest 'Thomas the Tank Engine' films. This February and March see the record-breaking Aussie Brit back on stage to mark his impressive quarter-century milestone in showbiz, before starring as Teen Angel in 'Grease The Musical' in the summer. "My 'Celebrating 25 Years' tour will see me performing at 25 venues around the country. I'm so excited to celebrate with everyone who has followed me over the years! It really is going to be a great show, with lots of the old classics as well as some of my more recent stuff, plus a few surprises thrown in along the way! I hope everybody loves it."

### ■ MAKEOVER MAN WITH A PASSION FOR FASHION

And if you're after a makeover, Peter's your man! He ventured into the world of interior design through his work presenting ITV's '60 Minute Makeover' and never passes up an opp to showcase his creative side. "I love presenting the show and the stories from the families that deserve the makeover and seeing the transformation. It was such a great show to do, I really loved the opportunity to change people's lives." With a flair for design, the singer/songwriter has created several fragrances in the past. "We've had a range of fragrances out and they've been very successful. We may look at something else later this year."

The on-trend pop star also has a particular passion for fashion, and has designed a range of shirts, t-shirts and children's clothing alongside teaming up with Denise van Outen to promote stylish clothing for Matalan. "I do a bit of work for Matalan – I enjoy working with the team there. I do love fashion though... I've really been getting into my fitted suits over the last few months!"

Craft and design seems to run in the blood; Peter's family has a long history of working in the housing and architecture industries and his mother used to be a seamstress. "You're right! I wanted to start this new venture following my family history in architecture and designer homes. My dad was one of the first to build luxury designer homes on the Gold Coast, and my brother, Michael, worked for one of the biggest architects and interior design companies in Australia. My dad wanted me to go into this business, but obviously I wanted to go into music. It must run in our blood... it's just taken 25 years to get the ideas together!"

### ■ IN BED WITH ANDRE!

Fancy sleeping in Peter's bed? Well, now you can!! With many

strings to his ever-expanding bow, he recently launched his new interiors collection, A. By Andre, which sees the pop sensation expand his business repertoire into the home sector. The top pop star launched his interiors collection last November with luxury furniture retailer HOS Home, kicking off with bespoke, handmade beds. "It was an amazing launch and some very good friends of mine came to support me, including Leigh Francis (aka Keith Lemon), Gino D'Acampo, Vanessa Feltz, Richard Desmond, Scott and Adam Thomas, Megan McKenna and many more. I was very happy they all came... it's nice to support each other with other projects."

How did the collaboration and capsule collection come about? "It was an 18-month idea turned into reality. When my wife, Emily, and I bought our house it was a new build, a completely blank canvas," he explains. "When I was looking at bespoke furniture, it was so outrageously expensive, so I got in touch with Dan and Layla Chapman of HOS Home. They helped to transform our bedrooms very reasonably – in fact, if you saw me on 'Michael McIntyre's Big Show' recently you would have seen the bed they made for us on that." (Peter was pranked in the middle of the night by the cheeky comedian for his 'Celebrity Midnight Gameshow' slot!)

"Since being involved in property and developing my portfolio, I've realised the importance of finding the right furniture that looks amazing, is built to last and is affordable. My passion for this really ignited in trying to find the right designs for my own home and embark on designing a range of my own. So, the progression was a natural one and, in terms of the idea behind the brand and designs themselves, we wanted to create a selection



of luxury, bespoke beds at an affordable price. We've designed four beds, with different tastes in mind to appeal to everyone."

### ■ BEAUTIFUL, BRITISH-MADE BEDS

The brand's mission is to place itself at the forefront of luxury homeware and style with a range of customisable beds handcrafted by British manufacturers, using traditional upholstery methods, with materials sourced from in and around the UK. "A. By Andre is focused on creating modern, luxury furniture designs that represent glamour, sophistication and joy," Peter explains. "The ethos of affordable luxury, choice and making a home feel special is ingrained in the brand's DNA. The beds are bespoke, handmade and, more importantly, British made. All manufacturing takes place in the UK, at our dedicated factory."

Wearing his new designer hat, Peter enjoys being very

hands-on and having lots of creative input. "Absolutely – I don't just put my name to anything, this is something that was really important to me, so to have the input was essential, otherwise I wouldn't do it. I'm incredibly passionate about home and family, and being able to have had such a creative input in this project and see the ideas come to life has been a fantastic experience. I loved everything, from looking at the design, to choosing fabrics and colour." From single to super-king, along with size, shoppers can select smooth or crushed velvet and choose from an impressive palette of colours. His favourite design in his stunning range? "I think, for me, it has to be The Mayfair... it's a real touch of luxury."

Screaming style, the HOS Home brand boasts bountiful big-name fans, including Amanda Holden and Brian McFadden. Have any famous faces snapped up one of Peter's

luxurious beds? "I'm having lots of conversations with many people who are interested – the feedback has been amazing. But I tell you now, I wish I was taking one on tour with me when I travel around the UK on my 'Celebrating 25 Years' tour!"

### ■ MORE IN STORE

Designer Peter says he has much more in store for the brand. "This is only the start! Currently, we only design and manufacture the beds, not mattresses. For now, we are concentrating on the beds. But who knows what the future holds!"

With wife, Emily, and four children, plus such a diverse portfolio, family man Peter has a lot on his plate but somehow manages to juggle his plentiful projects to strike a happy work/life balance. When it's time for a break, he swaps A&R for some R&R at his fabulously-furnished home, which is just the ticket for some well-earned rest. Peter says he loved art when he was growing up and now enjoys doing arts and crafts with his kids.

The proudest moments of his career so far? "I've had so many, I don't think I could possibly choose... I've been extremely lucky to have had so many opportunities in my career, from singing to TV presenting and even acting and designing now. It's just been amazing that I've had so many doors opening and I've been lucky to give new things a try!"

**"My dad wanted me to go into this business, but obviously I wanted to go into music. It must run in our blood... it's just taken 25 years to get the ideas together!"**



## FACTBOX

A. By Andre: [www.abbyandre.com](http://www.abbyandre.com) is available at [www.hoshome.com](http://www.hoshome.com) For information about tickets to Peter's Celebrating 25 Years tour, visit [www.ticketmaster.co.uk](http://www.ticketmaster.co.uk) For further details, visit Peter website: [www.peterandre.com](http://www.peterandre.com)

# The Power of Influence

## – It's Inspiring!

**Angela Sara West** chats with top craft and design influencers and rising stars of 2018 who are both challenging and helping crafters to get back-on-track and keep the romance in their creative life alive

### KIRSTIE ALLSOPP & AVEC

**Synonymous with the word 'handmade', the Queen of Craft needs no introduction... The popular presenter is not only an authority on property, but also on all things craft.**

Instrumental in helping to push craft back into the limelight, home-loving Kirstie has worked with the crème de la crème of crafters, learning and showcasing countless crafts and techniques along the way, and skyrocketing creative makers to craft stardom through her inspirational and delightful 'Handmade' shows for Channel 4. Adding seasonal sparkle to everyone's Christmas, the most wonderful time of the year sees back-to-back repeats of her beloved 'Kirstie's Handmade Christmas' series, alongside treating us to brand-new episodes every festive season.

The much-loved TV personality with a passion for patterns, upcycling and all things British has recently produced a wonderful new range of craft kits for Aldi, having collaborated with AVEC, the market leader in creative compilation kits. "My passion for all things home and handmade is at the heart of my newest craft kits," Kirstie tells me. "I love working with skilled artisans to develop new and inspiring



craft projects, which have been carefully designed to be perfect for everyone, from complete beginners to experienced crafters."

Britain's favourite celebrity crafter's love affair with handmade embraces everything from vintage to hot-off-the-press craft innovations. From re-using, restoring and upcycling, to avant-garde techniques, she shows us how to transform vintage into modern-day treasures using a range of crafting skills and practices, as well as how to create unique and beautiful makes from scratch. The Devon and West London-based small-screen star firmly feels that nothing shows how much you love someone more than a handmade gift, card or decoration. From bath bombs and soaps, to lip balms and wreaths, her creative kits with AVEC make crafting as easy as pie. "With everything you need to get started and a comprehensive how-to, even complete beginners will feel confident to pick one up," she says.

Author of several books with Hodder & Stoughton, including 'Kirstie's Homemade Home' and 'Kirstie's Vintage Home', her annual Handmade Fair, held at Hampton Court Palace between 13th–15th September this year, is re-launching as the Handmade Festival ([www.thehandmadedefestival.com](http://www.thehandmadedefestival.com)) and continues to champion artisan makers and designers and to celebrate everything handmade. Transforming not only homes, but also lives, Kirstie believes that craft has an important role to play in health and education. "Get creative this year, find a project and give it a go!" she says.

**Social media followers:**  
**Twitter: 403k**  
**Facebook: 88.5k**  
**Instagram: 58k**  
**Pinterest: 17k (recently joined)**



### WENDY TURNER WEBSTER - CRAFTY BEGGARS TV SHOW

**Well known for their innovative and imaginative ideas and ingenious knack for cleverly combining traditional and contemporary crafts, The Crafty Beggars are also massive influencers.** "It's a weird combination of feeling fabulous and humble at the same time!" says Wendy Turner Webster, one half of the much-loved crafty all-rounders.

Popular over the Pond, too, the crafty TV partners have played an important part in the booming traditional and contemporary craft revival, championing upcycling and recycling old items and clothes, and inspiring people to rekindle old craft skills so they're not forgotten.

The crafting buddies created The Crafty Beggars in 2014 to bring crafting and upcycling into the 21st century. Both Wendy and her sidekick, Julie Peasgood, enjoy mixing recycled/unwanted materials with new crafting products to create something that's completely unique, and are hugely passionate about the life-enhancing benefits of being creative. Formerly flying the flag for Create and Craft TV as craft ambassadors, they're now ambassadors for The Creative Craft Shows with ICHF. They've also worked with Hobbycraft and made videos encouraging families to create together for Poundland, and have a double-page spread in 'Crafts Beautiful' magazine.

Continuing to develop their own ranges, the dynamic duo's range of imaginative keepsake boxes in the form of 'crafty cottages' dies have seen sell-out success. Their eponymous TV series on Together TV kicked off on the brand-new channel last summer. "The last was the best series yet, but it was mainly studio based, and we want to get out and about! This year will see a brand new series on Together TV, called 'Crafty Beggars on the Road!'"

The creative twosome's website at [www.CraftyBeggars.TV](http://www.CraftyBeggars.TV) has recently been updated. "It's



worth a surf," says Wendy, while 2019 sees exciting new projects a-go-go. "I'm launching two new businesses this year, The Crafty Beggars Emporium - a craft supplies company - and The Beggars Belief Emporium - a company which produces amazing upcycled items of home décor," she reveals. "You can catch me at the NEC Creative Craft Show in March, on the Crafty Beggars stand with my co-presenter, Julie. Team Crafty Beggars will be hosting a Creative Craft Den packed with wonderful workshops, too. We're also about to launch something called #TeamCraftyBeggars on social media, so keep an eye out for that hashtag!"

**Followers:**  
**Facebook: 6,000**  
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**KELLY HOPPEN MBE**

**With over 40 years' experience at the forefront of her industry, world-famous interior, homeware and jewellery designer to the stars Kelly Hoppen has been designing rooms for the super-rich and super-famous for decades.**

The BAFTA-nominated design doyenne's unique flair has won her abundant accolades, including the 'Oscar' of the industry, the Andrew Martin Interior Designer of the Year award and a much-coveted MBE from the Queen for services to interior design.

The undisputed Queen of Interiors and former BBC Two 'Dragons' Den' investor is also the author of bounteous books, stars on ITV's 'This Morning' designer slots, has hosted her own TV programmes and been a discerning judge on BBC Two's 'The Great Interior Design Challenge'. Her inaugural Kelly Hoppen International Design Awards, launching at Design Shanghai, Asia's leading design event later this year, aim to recognise and celebrate interior design excellence by facilitating and encouraging design talent. Leading architect, interior and product designer Steve Leung and multi-award-winning LA-based interior designer Martyn Lawrence Bullard will also be on the judging panel.

She is also something of a social media sensation, with 143k Twitter followers and 131k on Instagram, while her online store, Kelly Hoppen Home, has established 73.5k followers on Insta. "I feel incredibly lucky to have such a large social media following!" Kelly tells me. "It allows me to offer insight into my work, as well as other aspects of my life, on a personal level. I try to offer advice as much as I can, which helps me channel everything I've learned over the years and pass the knowledge on to young creatives all around the world."

Her exciting new video content has added another new string to Kelly's creative bow. The Kelly Hoppen Online Interior Design Masterclass, allowing



her to share her knowledge in her recently-launched Design School, offers live online events and is the first of its kind in the design community.

She says working with Disney on Mickey Mouse's 90th anniversary collection was among her most exciting recent projects - her collections of stunning wallpapers and murals with Graham & Brown and rugs with Essie have gone down a storm.

**Followers:****Twitter: 143k****Instagram: 131k****Facebook: 73.5k****Pinterest: 25.5k**

**www.kellyhoppen.com (online store Kelly Hoppen Home - 73.5k Instagram followers, 55.5 Facebook fans)**

**www.kellyhoppeninteriors.com**

**(Kelly Hoppen Interiors)**

**www.kellyhoppen.design (Kelly's new video Design Masterclasses)**

**EMMA JEWELL – EMMA JEWELL CRAFTS**

**Supercool crafter/designer/ blogger/YouTuber Emma Jewell is proud to be a part of the big craft revolution we're seeing with younger crafters looking to get creative.** "I think what sets me apart from my competitors is my love of glitter, everything holographic and sparkly!"

This sequin fanatic's monthly Craft and Cocktails Club is a popular crafty crowd-pleaser. "It's fab! I run it in three venues across the south of England and am looking to expand to six venues this year." The Glittery Hands Box, Emma's monthly craft subscription box, sees subscribers treated to a surprise range of craft supplies from the Queen of Glitter. "My subscription box business, alongside my blog, gives me a really good understanding of what crafters

are making, what they are into and what they love! I design papers for the box each month, and mix glitter and sequins to match the box's monthly theme."

Emma sources inspiration from Pinterest, Instagram and the high street. Sharing her sparkly makes on social media, her Facebook page is the place for her very own 'Tribe of crafters and makers' to share crafty content, tips and events. "It's super satisfying to have people ask you where you got something and to reply that you made it!" The former professional dancer also creates costumes for stage plays. What crafting magic can we expect next from this seriously cool contemporary crafter? "I'm launching my own range of craft supplies, as I can see a real gap in the market for cool sassy supplies."

**Followers:****Pinterest: 27.8k****Instagram: 2k****Twitter: 1k****YouTube: 700**

**www.emmajewellcrafts.co.uk**

**www.craftandcocktailclub.co.uk**



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## PATRICK GRANT & ESME YOUNG

There's a big buzz in the air of the needlework world as the nation's sewers, dressmakers and designers get ready for another spectacular small-screen sew down... Yes, it's back – and the fifth series of 'The Great British Sewing Bee' will see the King and Queen of threads, Patrick Grant and Esme Young, resume their roles as judges on our screens this February.

As the quest to find Britain's best home sewer begins, Patrick said: "I'm super excited about the new series! We have a wonderful new presenter, Joe Lycett, who brings a huge new energy to the sewing room, and ten of the best contestants we've ever seen, plus eight weeks of the trickiest challenges. I loved making this series."

Prestigious Savile Row tailor and award-winning fashion designer Patrick rejuvenated the fortunes of Norton & Sons and resurrected its defunct subsidiary E. Tautz as a ready-to-wear brand. Showcasing the re-imagined label at Fashion Week 2010, it transformed British men's style, for which Patrick was awarded 'Menswear Designer of the Year' at the 2010 British Fashion Awards. His collaboration with Debenhams on his brand Hammond & Co, meanwhile, is the most successful designer collaboration in the department store's history, now selling in over 150 stores in six countries.

He is a regular TV and radio commentator on British fashion, clothing and textile industries. Patrick is also encouraging the uptake and rekindling of the ancient craft in his new role as co-Chairman of Future Textiles, part of the Prince's Foundation, which works to sustain skills and create jobs in the UK's garment-making industry.

Several years ago, Patrick purchased another ailing business, clothing



Credit: BBC

manufacturer and sewing factory, Cookson & Clegg, and in 2016 launched his not-for-profit social enterprise, the Community Clothing project, in response to the extreme challenges facing the British clothing and textile manufacturing industry. "Our mission is to make sustainable and ethical clothing affordable, and to create and sustain great jobs in the UK textile and garment-making communities."

As for Esme, how does she feel to be such a huge influencer, encouraging advanced makers to challenge themselves with the craft and non-sewers to pick up a needle and thread? "Well, I hadn't realised that I was, to tell the truth! I hope, through my work, that it encourages and helps people to enjoy craft and making their own things," she says. "In my mind, it's a real positive that people take up craft using their hands. On all sorts of levels, it's very good for people creatively and psychologically. I also feel that it's good to make people slow down sometimes and problem solve. The way they express themselves creatively is important, and it's very personal, which I think is interesting."

Esme co-founded the fashion label Swanky Modes, which gained iconic status with its signature celeb-loved bodycon dresses. Cher, Grace Jones and Julie Christie were fans and the label's legacy lives on, with its dresses a part of a permanent collection at the V&A and the Museum of London.

Now working out of her Hackney studio, Esme has made clothes for countless famous faces, including Phil Collins, Dame Kiri Te Kanawa and Jane Asher, and famously designed Renée Zellweger's bunny girl outfit in 'Bridget Jones's Diary', along with Honor Blackman's outfit. With a broad skill set and famous projects on her CV, she's also designed for Hollywood box blockbusters including 'The Beach' and 'Captain Corelli's Mandolin' and, along with making costumes for film's leading actors and pop videos, makes bespoke clothes for high-profile campaigns, including Tia Maria (with supermodel Iman), Levi's, Boots No 7, De Beers, Pretty Polly tights, Max Factor, Yardley and Rimmel. Developing sewing and pattern cutting techniques for underwear and swimwear led to her work on special projects for Triumph underwear

and L'Oréal. The sensational seamstress also mentored high-profile fashion designer, Ashish Gupta.

"I've always been interested in craft, hand sewing, embroidery and making things. I knit and crochet and have read many books on the subject," says the edgy designer.

Wearing her off-screen teaching hat, Esme is a senior lecturer on the prestigious fashion course at London's Central Saint Martins college that she, herself, attended during the 70ss

Esme is also involved with a project called 'Exploding Fashion', a collaboration with other members of Central Saint Martins, comprising curators, photographers, fashion historians and pattern cutters. "I've been to many museums in New York, Japan, Paris and the V&A, looking at their archives. It will eventually be a book and an exhibition about the importance of the pattern cutter in the design process. At first, I was slightly terrified as it was quite a daunting project. But all the museums were so helpful and welcoming. It's been absolutely amazing!"

**Followers:**  
**Patrick Grant**  
**Twitter: 28k**  
**Instagram: 6k**

**Esme Young**  
**Instagram: 1k+ followers**

**The Great British Sewing Bee' returns to our TV screens on BBC Two this February: [www.bbc.co.uk/sewingbee](http://www.bbc.co.uk/sewingbee) (95,863 Facebook followers, 45k Twitter followers)**

**Comedian host, Joe Lycett, boasts a staggering 455k followers on Twitter, 404k followers on Instagram and no less than 232k Facebook fans!**

## CATH KIDSTON & FEARNE COTTON

It's been a busy year for the Cath Kidston brand, too. Not only has 'The Home of Modern Vintage' been celebrating a milestone 25 years of booming business, but it's also been basking in the sensational success of a 2018 collaboration with Disney, and is now reaping the rewards of Cath Kidston's first celebrity collection!

Giving vintage inspiration a contemporary twist, the company and its nostalgic prints have come a long way from its eponymous founder's first small shop selling car boot finds and vintage fabric in West London. Cath stepped down from her

creative director role in 2014, but the fashion and lifestyle retailer and its purse-pleasing prints continue as a fast-growing global business, brightening up stores in 16 countries worldwide as well as online, offering a range of products, from accessories and womenswear, to childrenswear and home furnishings, featuring its quintessentially British designs and iconic use of florals.

Having teamed up with Disney for an exclusive limited-edition Mickey's 90th Anniversary collection, another creative collaboration with Disney designed playful prints of Bambi and friends Thumper and Flower

skipping across signature Cath Kidston prints for an imaginative Bambi x Cath Kidston collection. Other recent releases have included Alpacas, London icons and Spring Birds ranges, while the brand launched an exclusive limited-edition fashion, homeware and accessories range with popular presenter and social media sensation, Fearne Cotton. "I'm so excited to be working with one of my favourite British heritage brands," Fearne says of the creative collaboration, which combines Cath Kidston's famous print heritage with Fearne's passion for positivity and keen eye for design. "I've been a fan of Cath Kidston ever since I got my first spotty table cloth from them for my first flat, so it's been an absolute dream to design such a positive, playful range with them."

Launched last October 2018, the 'Fearne Loves' collection features the Hampstead Ditsy archive print, alongside motifs that are important to her, such as tributes to her children with sketched honeybees and T-Rex dinosaurs,

"Fearne has been a long-standing brand ambassador and fan of Cath Kidston, so we are extremely excited to announce the collaboration," comments Cath Kidston's Head of Communications, Xenia Xenophontos. "Fearne is a

British style icon who perfectly encapsulates our brand values and motto, to 'brighten up your day'. This collection felt like the natural way for our special partnership with Fearne to evolve. The result is a range we are all extremely proud of."

The former Radio 1 DJ and ITV2's 'Celebrity Juice' team captain, Fearne has over 7 million Twitter followers, 2.5 million Instagram followers and nearly 100k fans on Facebook, ranking her amongst the world's top 250 most influential Tweeters!

**Followers:**  
**Cath Kidston:**  
**Instagram: 479k**  
**Twitter: 118k**  
**Facebook: 806,000**  
**[www.cathkidston.com](http://www.cathkidston.com)**

**Fearne Cotton:**  
**Instagram: 2.5m**  
**Twitter: 7m**  
**Facebook: 100k**  
**[www.officialfearnecotton.com](http://www.officialfearnecotton.com)**



**STUART HILLARD**

■ **Quilting supremo, fabric designer, magazine columnist and Create and Craft TV presenter, Stuart Hillard, found fame as the maverick star of the first series of BBC Two's 'The Great British Sewing Bee'.** The semi-finalist has since been inspiring others to get quilting with his fun, fresh, inclusive and achievable approach to the craft.

"I feel truly honoured and blessed to be working in the creative and craft industry and a very important part of that role is as an industry influencer", he explains. "Working with manufacturers and sourcing companies affords me the kind of privileged insider knowledge reserved for a very few, and having the opportunity to then share these innovations and trends through radio, TV, social media, books, magazines and workshops is a very special part of what I do. What makes my role extra special is the opportunity I have to feedback to the companies I work with based on the responses, wishes and aspirations of the consumers I meet. I'm part of a very important two-way conversation."

Knitting since he was three, Stuart not only later learnt to sew, but to spin, weave and crochet.



As one of the UK's leading quilt designers, with hundreds of published patterns to his name, this Yorkshire-based teacher and home décor expert has over 25 years' experience under his belt, has designed for famous faces including Zandra Rhodes, and for the last three years has been a judge for British Dressmaker of the Year alongside his role as a judge and craft expert on Channel 4's 'Kirstie's Handmade Christmas'.

2019 is set to be another buzzing year for self-confessed fabric-a-holic Stuart. "I'm launching a number of new fabric collections, including 'Rainbow Etchings' and 'Nutcracker Christmas', both with The Craft Cotton Company." And, following on from 'Sew Fabulous' and his bestselling beginner-friendly quilting bibles, this original 'Bee's' latest book with Pavilion 'Simple Shapes, Stunning Quilts', launches in August 2019.

**Followers:**  
**Instagram: 4.5k**

**HANNAH READ-BALDREY – COUTURE CRAFT**

■ **London-based multi-crafter, photographic stylist, bestselling craft author and presenter, Hannah Read-Baldrey, offers 'creative styling for creative clients', showcasing her 'elegant, playful and whimsical' style through her passion for paper and florals.** Over the years, she has created video content for leading magazines and retailers, including 'Red' Magazine, QVC, Tesco and Hobbycraft and has also worked as a photographic stylist for high-profile clients such as Debenhams, Waitrose, Clarins and Boden.



The well-known craft personality has sold over 150,000 books worldwide, including Pavilion's bestselling title 'Flowerbomb!', released last year. "In recent months, I have worked with an array of brands and magazines, including Olivia Burton, 'Marie Claire' and 'Red', she says. "I was delighted to be the featured stylist in the December issue of 'Good Housekeeping' this Christmas, with my craft ideas for the festive season!"

Making and modelling her own designs, Hannah has an important influential role with Hobbycraft, is a QVC craft ambassador and is also an ambassador for Ellison, representing their Sizzix brand. "As well as continuing my work as a Hobbycraft influencer - we have been filming lots of lovely videos on candle making, fluid pouring and soap making - I have started working with Dobbies Garden Centres, creating style and craft video ideas for their social media channels. I recently filmed a series for Sizzix on Christmas crafts, too."

2019 sees lots of exciting happenings in store for blooming Hannah, including some happy



hacking and happy nappy news. "I now have a monthly trend column called 'The Couture Craft Journal' in the newly-launched 'Crochet Club' magazine from the makers of 'Crafts Beautiful', where I discuss what I've been up to and the designers I'm loving. I will also be working with mega brand Ikea on their creative social media, working with IKEAhacker and trend videos. And, in the early summer, I will be having my rainbow baby!"

**Followers:**  
**Instagram: 12k**  
**Twitter: 1.5k**  
**Portfolio: www.HannahReadBaldrey.com**  
**Blog: www.couturecraft.co.uk**

**DEBBIE SHORE**

■ **Much-loved sewing influencer, award-winning author and top TV stitchee, Debbie Shore, has been doing her influential bit for the age-old craft for decades.** Alongside guest demonstrating on sewing machines and techniques on Create and Craft TV, she offers instructional tutorials on YouTube and in brilliant book form.

Kicking off her career as a children's TV presenter, Debbie boasts an impressive and extensive career as a craft presenter and also an actor. She has hosted live fashion shows and writes for several popular sewing magazines, too. Voted Sewing Designer of the Year in the Immediate Media British Craft Awards 2017, she's also officially the UK's best-selling craft author, having written no fewer than 19 sewing project and technique books with Search Press. "My ground-breaking 'Build a Bag' books, with easy-to-use plastic templates, created quite a storm in 2018!" she says. Her latest hot-of-the press title 'Debbie Shore's Sewing Room Secrets: Machine Sewing', couldn't wait to inspire; published on the very first day of January, it's literally bursting at the seams with countless top tips, techniques and trade secrets for successful sewing.

Always busy with her writing and designing, there are even more titles to come in 2019. "Along with 'Sew Outdoor Living', I will be releasing the second in the series of technique books, this time concentrating on quilting," reveals Debbie, who invites sewers to step into her sewing room with her new 'Sewing Room Secrets' series. The maestro maker walks you through every aspect of machine sewing, revealing her top tips and providing in-depth and helpful guidance every step of the way. From sewing room essentials, to guiding you around your sewing machine, Debbie explains all



the tools and materials you need, key techniques, and offers a handy troubleshooting section to ensure you have everything all sewn up!

Last summer, Lincolnshire-based Debbie launched her first fabric range, 'A Cottage Garden', in collaboration with the Craft Cotton Company. Based on her sketches of her own gorgeous garden, it was reprinted within two months due to its enormous success. "My second range, 'Lily Pad', caused much interest at Quilt Market and will be launching in May, followed by a Christmas Quilting range."

Her 'Half Yard Sewing Club', meanwhile, is an inspiring, educational subscription site which Debbie set up with Search Press. Over 1,000 members joined up in the first few months to enjoy projects, her insightful blog, plus videos and live interaction with real-time Facebook chats. The highly-respected sewer has racked up over 200,000 subscribers and nearly an incredible 30m views on YouTube! She says the best thing about her job is sharing her knowledge and the fabulous feedback from those inspired by her books and YouTube channel. "Recognition from the industry is both flattering and exciting!"

**Followers:**  
**Facebook: 12k**  
**Instagram: 3.5k**  
**You Tube: 202k subscribers**  
**: nearly 30m views**  
**www.debbieshoresewing.com**  
**www.halfyardsewingclub.com**

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## DAWN BIBBY - DAWN BIBBY CREATIONS

With the help of a sponsorship from the Prince's Youth Business Trust, craft expert Dawn Bibby launched her own business designing and knitting mohair coats and jackets, soon accompanied by hand-painted t-shirts and greeting cards using bits of left over fabric, paints and glitters. Spotting a gap in the market for educating people on DIY arts and crafts, she started successfully selling craft materials and kits... and the rest is QVC, Create and Craft, and Hochanda TV history!

Twenty five years ago last year, the multi-award-winning TV presenter brought paper craft to our screens. "I'm very proud to be the first person to take paper crafting to television in the UK," says Dawn. "I feel exceptionally proud that I helped to shape the industry into what it is; we now have dedicated craft shopping channels that educate, inspire and give people



choice and opportunity to learn to grow in the crafting world."

On a mission to "inspire, motivate and challenge people's crafting", Dawn has been demonstrating projects and sharing her tips and knowledge for decades and, along with hosting countless TV shows, has run crafting holidays, written magazine articles a-go-go, and created DVDs and online video tutorials. She has also designed and created many of her own products and launched ranges in collaboration with Craft Buddy, including dies, stamps, stencils, gems and stunning embellishments.

With over 30,000 followers collectively across her social media channels, she says these platforms are perfect for connecting with people in need. "Social media really is a great tool that makes the world a much smaller place, and it's lovely to be able to connect with so many fans and people looking for help, ideas and inspiration. I love sharing ideas with people and feeding off that satisfaction that I'm helping and giving others something precious in their lives. They can contact me directly through private messaging on all of those platforms."

With brand-new projects aplenty on her cutting board, you can catch Dawn showcasing her wonderful work at many ICHF and other events throughout the year.



"I've just launched a new range of jewellery handbag charms, key-rings and bracelets in collaboration with Silvar Design, which is very exciting. I'm launching a new Fantasy Flower collection with Craft Buddy in February and I've also collaborated with Craft Yourself Silly to create my appliqué panels and fabric motifs."

**Followers:**  
**Facebook: 13k**  
**Twitter: 10k**  
**Instagram: 5.5k**  
**YouTube: 2k subscribers**  
[www.dawnbibby.co.uk](http://www.dawnbibby.co.uk)

## LIA GRIFFITH

With over 50k Facebook fans, just shy of 63k Instagram followers, and a phenomenal Pinterest following of 261k, US designer/maker/photographer/stylist/writer Lia Griffith boasts a huge social media reach. "I really feel honoured that so many people find joy and inspiration from our projects and products!"

The internationally-renowned crafter and DIY designer is passionate about blogging and tutoring via her YouTube channel from her in-house video production studio. "I really love to teach people a new skill and see their confidence build. I feel the video tutorials allow me to be the viewer's craft buddy, and I can share the details and nuances of a project or my personal techniques close up."

Lia has provided crafts and designs for Martha Stewart, her work has been featured in over 100 print and digital magazines and websites around the world, including 'Crafts Beautiful', 'Good Housekeeping' and 'Mollie Makes' and she's a regular guest on primetime TV programmes, including 'The Today Show'.

I love talking about DIY and getting people excited about crafting." She cites her authenticity among her success secrets. "I am authentic about my love for designing beautiful craft projects and my love for teaching others. I believe this comes across clearly. When people in our community tell me how I have changed their lives and brought them a new sense of self, it brings tears to my eyes and is a confirmation that what I provide is a service."

Big on the wellbeing benefits of craft, she ceaselessly spreads the message of the importance of mindfulness, craft communities and sharing crafty stories. "I always tell new crafters is to be gentle with themselves as they begin their maker journey. It takes time to learn new skills."

Lia is leading the crêpe paper revival with her own line of crêpe papers. Her stunning



Papier Couture collection of 35 paper dresses appeared on the runway and in art galleries and she's also launched a line of stamps, dies and inks, a children's clothing line, along with a flower boutique. All about sustainability, there are a few new innovative materials and practices on her radar right now. "We're about to become a foam-free studio by introducing the German-made cotton spun balls into our shop, as well as papier-mâché wreath forms. We're working to create crafts from recycled material and continue to use recyclable materials."

Last year, Lia released two books, 'Crêpe Paper Flowers' and 'Cutting Machine Crafts'. This year? "We've just launched a new YouTube series called 'Handcraft Your Life', where we demo ways to integrate DIY and handmade into your daily life, and are launching 18 new paper flower and plant kits in March!"

**Followers:**  
**Pinterest: 261k**  
**Instagram: 62.7k**  
**Facebook: 50k**  
[www.liagriffith.com](http://www.liagriffith.com)

## SUE STRATFORD - SUE STRATFORD DESIGNS

Self-described "accidental knitwear designer" Sue Stratford is one of the UK's most successful and popular craft authors. Starting out as a yarn shop owner, skilful Sue was spotted by Search Press at The Knitting and Stitching Show at Alexandra Palace, and so began a special relationship which has seen nearly ten top titles launched and translated into eight different languages.

Her latest release, 'Sue Stratford's Knitted Aviary. A flock of 21 beautiful birds to knit' provides patterns and clear colour work charts for various cute birds, using simple techniques and basic stitches to create your very own flock. From flamingos, seagulls and puffins, to blue tits, robins and parakeets, Sue also offers inspired ideas, instructions and templates for a hanging nest, felt nest box, branches, flowers and leaves as delightful displays for your newly-knitted, characterful feathered friends!

Sue loves working on her easy-to-follow patterns and designs, writing books and updating fans via her Knitting & Gin blog. She also runs her popular PinKnit! Pin Badge Club and regularly exhibits at knitting and fibre shows around the country, all alongside teaching the occasional knitting class.

When it comes to social media, she believes "everyone is an influencer" these days, and says she is constantly surprised by the number of followers she has on Instagram. "How come so many people are interested in what I am up to?!"

What's next for this knitting genius? "In the last couple of years, I have had the pleasure of working in collaboration with independent yarn producers and dyers, such as Skein Queen, Coopknits and Daughter of a Shepherd, with a new design being released in the next few weeks."

**Followers:**  
**Instagram - 2.6k**  
**Facebook - 600**  
[www.suestratford.co.uk](http://www.suestratford.co.uk)



## TILLY WALNES - TILLY AND THE BUTTONS

Multi-award-winning Tilly Walnes is another maker on a much-needed mission to inspire people to make their own clothes. As the founder and director of award-winning sewing pattern company, Tilly and the Buttons, she's up there with the very best of DIY dressmakers giving sewing a fashionable millennial makeover, her modern patterns perfect for everyday wearing.

"I started Tilly and the Buttons with the goal of making dressmaking inspiring and accessible to the new generation of crafters," she explains. Tilly's sewing patterns and books have won multiple awards for their crystal-clear, demystifying instructions, which are refreshingly free of the intimidating technical jargon of traditional sewing resources which are off-putting to the younger generation who never learnt to sew.

The London-based blogger, best-selling author, teacher and award-winning pattern designer boasts a professional background in designing learning programmes and trained in pattern drafting at the London College of Fashion. Combining this expertise with her passion for the rejuvenated centuries-old craft, the supercool sewer is almost as well-known for her love of Breton stripes, as she is for making sewing simple. After launching the patterns and signing her first book deal, the supremo

seamstress quit her day job in the film world to focus full-time on her brand and rethink sewing resources for the modern maker.

She starred on the first series of BBC Two's 'The Great British Sewing Bee' in 2013 and her first book, 'Love at First Stitch', was a 'Sunday Times' bestseller, also scooping 'Best Book' in the British Sewing Awards 2014. Tilly herself has been voted the 'Most Inspirational Sewing Personality' in the British Sewing Awards for the last three years in a row, and 2018 became another big year of accolades for the ex-Sewing Bee and her beloved team of ever-expanding 'Buttons', clinching coveted industry awards including Winner 'Sewing Designer of the Year' in the British Craft Awards 2018, Winner 'Best Independent Pattern House', 'Best Blog' and 'Best Instagram' in the British Sewing Awards 2018.



## JOHN BLOODWORTH - GENTLEMAN CRAFTER

**■ Gentleman Crafter, John Bloodworth, is a chivalrous crafty all-rounder with a passion for discovering new crafts and techniques.**

"My key goal is to learn, adapt, cross-pollinate and create using as many different techniques as I can, so I will literally try anything!" he says.

Boasting bountiful followers across his various social media channels, this self-described "freelance professional creative with an overactive imagination" blogs and vlogs about everything from fabric, fibre and yarn to digital crafting, jewellery making and woodworking. How does it feel to have such a phenomenal following? "It's humbling and thrilling at the same time. When I started the blog, it was just fun to be able to share my interest in exploring arts and crafts, but now, with almost 50,000 followers across my social media platforms, I am very grateful to know that others get enjoyment from what I do, too."

The former producer at Create and Craft TV remains an active freelance demonstrator for the channel, where this witty and polite people's person loves being a part of the C&C team. "The craft industry is a very social thing, and catching up about creative trends and gossip over a coffee and biscuit is a wonderfully uplifting thing to do as part of your job."

Eager to share his experience, John develops his own digital products, MDF kits and stamps and teaches various workshops around the UK. In 2017, he organised a charity fundraising challenge in aid of Mind to give something back to the mental health charity that has helped him, and the many others who have been affected by similar issues. His mini motorhome adventure, for which Create and Craft sponsored the operational costs, saw



John spend just over a year visiting all 92 counties in the UK whilst living in, teaching workshops in, crafting in and blogging/vlogging from a motorhome and raising over £24,000 for the worthy cause.

And he will soon be heading Down Under for his new role on the design team at Couture Creations. "I'm a little nervous about Creative Inspiration Live, with it being such a big workshop with 200 plus participants. However, I know that I'm in capable hands. It will be awesome to meet the team face-to-face and share the weekend with some of the Australian crafters I talk to online."

**Followers:**  
**Blog: 17k subscribers**  
**Facebook: 9k**  
**Twitter: 4k**  
**Pinterest: 15.5k**  
**YouTube: 8k**  
**www.gentlemancrafter.com (blog)**  
**www.digitalcraftemporium.co.uk (digital shop)**

## CLAIRE GELDER - WOOL COUTURE

**■ Since setting up her first online store with Etsy, former NHS Director, Claire Gelder has successfully combined her business acumen with a pastime she is passionate about and now heads up the UK's leading chunky and giant knitting company.**

With their supersize range of knitting needles, crochet hooks and weaving looms, Wool Couture makes traditional crafts modern and fun, inspiring people to take up macramé, knitting, weaving and crochet.

A leading designer and retailer of luxury yarns, DIY knitting and crochet kits, along with DIY weaving and macramé kits, Wool Couture designs and supplies stylish and unique kits which are innovative, creative, accessible and ready-to-make for busy crafters. Having spun a good yarn on BBC's 'Dragons' Den', Claire's successful pitch enabled her brand to expand exponentially. "We increased our business turnover by 75 per cent in the following 12 months. I now have my very own business encyclopaedia. Both Dragons gave me a team that I can access for anything I need and I can literally pick up the 'phone and ask 'How do I'? They are amazing!"

In just a few short years she has already accumulated 21,000 crafty followers on Instagram alone. "It's a great honour that people like what we do! I love the personal interaction."

All about handmade, they now have their eyes on new needles, and are taking their concepts to the sewing arena. "We're creating a range of patterns for people to make their own tops, skirts and accessories. We have our first book coming out this year (with Search Press)! It's going to be full of super chunky amigurumi toys. We're also launching a monthly craft subscription box."

**Followers:**  
**Instagram: 21k**  
**Blog: 8k**  
**Facebook: 5k**  
**Twitter: 2k**  
**www.woolcouturecompany.com**



Spring saw the super-talented seamstress impart her creativity and technical wisdom in her second book, 'Stretch! Make Yourself Comfortable Sewing with Knit Fabrics', published with Quadrille Publishing. It was named 'Favourite Sewing Book' in the British Sewing Awards 2018.

September saw Tilly take to the stage alongside Kirstie Allsopp to do a live demo at Kirstie's Handmade Fair, while in the run-up to Christmas, the team ran a successful Christmas jumper contest.

With their patterns available in their online shop, as well as in outlets around the world, from Liberty of London and John Lewis, to Parisian stores and retailers Down Under, Tilly's team not only offer sewalongs, but also online video workshops for the new wave of DIY dressmakers. Their award-winning blog, meanwhile, shares sewing tips, inspiration and patterns plus workshop and new book news. "Last summer, we reached the milestone of 100,000 followers on Instagram, a platform on which our customers show off pictures of what they've made, thus helping spread the word about our patterns. Our blog has been read over 22 million times by craft enthusiasts around the globe, and we're currently working on more YouTube video content to help spread the sewing bug even further!"

**Blog: 22.5m views**  
**Pinterest: 516,743**  
**Instagram: 119k**  
**Facebook: 27k**  
**Twitter: 25.5k**  
**YouTube: 4k**



## ROSIE FORTESCUE - ROSIE FORTESCUE JEWELLERY

**■ With a whopping 505k followers on Instagram, and close to 300k on Twitter, 'Made in Chelsea' star-turned-luxury jeweller Rosie Fortescue boasts an impressive fanbase.** "I like to really show my day-to-day life with my Instagram stories. It's not such a curated page as some are, just what I feel like showing and what's going on in my life. I also have the Rosie Fortescue Jewellery page, which is much more curated and prettier and I take more time to really think about what I am posting!" she explains.

When it comes to design and fashion blogging and sharing, she says she likes to show what's relatable and has worked with numerous brands on her fashion blog. "I love to know what people like (and don't like). I don't have so much time at the moment for my blog as my jewellery business has taken over, but I really like to share everything about running a business, too. The highs and the lows!"

Hard-working Rosie's separate jewellery Instagram page has already racked up 51.5k followers and, she says, her creative process sees her constantly inspired. "I truly love what I do and don't mind late nights in the office or weekends on my laptop because I am determined to make my jewellery brand a huge success! I can be inspired by anything when I'm out and about. I always keep my eyes open to inspiration in my surroundings. I don't tend to design to trends or even look out for them. It can be hard to not be influenced by others, so I just stick to designing what I like. I also design by collection, rather than season, as it enables me to launch when I am ready, not when I have to."

Her bestselling pieces? "The Heartbeat range is a bestseller for sure. It's super versatile from day to night and easy to wear, whilst being a statement at the same time. The Huggy Hoops are very popular, too." Rosie is on mission to make luxury jewellery affordable and accessible to all. "I love being creative and want my brand to be worn by all jewellery lovers who like to experiment with their jewels. Olivia Palermo wore my Heartbeat Hand Cuff last year - I cried when I saw it!"

Having successfully made waves in the fashion world, she works with high-end brands. "I absolutely love being an ambassador for Jo Malone London. It

is such an honour to be associated with a brand that I totally adore and admire."

With a sparkling new line launching in a few months' time, the reality TV star plans to showcase her ranges at pop-up shops and fairs this year. "I also want to go to LA for a couple of months to see if I can get some meetings for RFJ out there!"

**Followers:**  
**Twitter: 297k**  
**Rosie's fashion page on Instagram: 505k s**  
**Rosie Fortescue Jewellery on Instagram: 51.5k**  
**Website: www.rosiefortescuejewellery.com**  
**Fashion blog: www.atfashionforte.com**



# Detailing dementia by drawing with stitches

**Jennie Dutton** talks about her exhibition - The Dementia Darnings which were featured at the Knitting and Stitching Shows - life and work



**Jenni Dutton's gallery, The Dementia Darnings, is a poignant exhibition of large-scale portraits which examine perspectives of the artist's mother's life and decline into dementia.**

The portraits are reproduced in densely woven fine wool, and as such, she explores ideas associated with the threads that bind, the threads that fray, the threads that unravel and the threads that are cut loose. This coming together of method and material with content and context aligns the stitching and weaving with the fibres of memory and the process of remembering and not remembering.

**Jenni, can you tell us a little about yourself and how you became a textile artist?**

As long as I can remember I have always made things; weaving nests for imaginary birds as a child, making faces out of wet concrete I found on

a building site in Cyprus where my father was stationed in the early 1960s. And always drawing and painting.

When I was at boarding school in England and very homesick, drawing was my only solace. I copied artists drawings in the dusty school library and experimented with making clothes out of old school uniform, customising my own clothes to find some individuality in my daily existence. I was encouraged to apply for art school in London after I left school and I followed a fine art degree for four years until 1972. I was mainly painting abstract compositions, but alongside that I designed and made my own clothes, experimented with patchwork and weaving (It was the 1970s!).

I became an art teacher and was head of an art department in a large secondary school which gave me little time to exhibit, but plenty of time to research other artists and

to experiment with different materials, tools and techniques.

When I left teaching I began to experiment with making conceptual clothing, amongst which were dresses made from human hair, corsets made from fish skins. Influenced by fairy tales, myths and legends, the work became darker with currents of unease. I made a series of shoes, again experimenting with different man made and natural materials. All of this work can be seen on my web site.

**How did The Dementia Darnings come about and was the process of making them cathartic?**

The Darnings were started in 2011 whilst I was a carer for my mum who was developing dementia. As I began to have some understanding of the illness and how it developed, we explored ways of engaging with the past, often looking at old photo albums. I started to

use stitching to 'draw' likenesses of family members onto a sculpture of a long dress I had made from dress netting. She recognised these familiar faces and enjoyed watching me create these simple portraits.

I then challenged myself to choose one of the images and made a very large portrait using this stitching techniques on fine netting suspended from the ceiling in my studio. I used a familiar photo of my mum taken during the second world war.

I developed the piece 'Mum with a Spotty Bow' as though I was making a cross hatched tonal drawing. It was originally made without the canvas support, just suspended from the ceiling, but it distorted and stretched, so fixing the Darning, (as it then became known) to a canvas support was the solution. This is how I presented all The Dementia Darnings after that, working into the netting stretched over a canvas.

The Dementia Darnings are made like drawings where crosshatched marks are built up

on paper. I use a simple running stitch using threads of tapestry wool. The wool is made up of four strands twisted together. For the later portraits I separated the lengths of wool into individual strands, ironed each strand to remove the kinks and used that to build up the shapes and form. This took much longer to develop the form, but it did achieve the delicacy and fragility of the subject I was trying to describe. I work from photographs and sew direct into the netting stretched over canvas. Each of the latest Darnings take about four months to make. I think there is an intimacy in the way they are made, an intimacy that could not be reached through painting or drawing. I always feel these textile portraits are somehow built, it's hard to explain. The making of the work is about time too, the slow build up of the surface using the very physical medium of threads.

Naming them the 'Darnings' implies mending and repair and because I build up the individual stitches to create

**“There is an element of meditation when I am making the work, sometimes I lose myself as I sew intuitively, referring back and forth from the photo to the canvas without thinking too much along the way”**



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a mesh, it does resemble the technique of darning.

I do not use a sketch book and do no preparatory work apart from finding and printing suitable photographs. I develop all the work on the canvas so that the work retains some freshness. I allow the piece to develop as it will and then I can emphasise some aspects over others as they emerge. However, I do use a sketchbook throughout the making of a piece as a journal to record ideas, thoughts and photos of work in progress.

When I am sewing, I cover up sections of the canvas and the equivalent section on the photograph so I am not aware of the whole. This would distract me. They are both squared up, ensuring that the shapes when enlarged from the photo onto the canvas are accurate, so my time and attention is just taken with building the forms, matching the colours and eventually it will all evolve into a totally new rendering of the portrait I have been working on. I am usually very surprised by the outcome, an aspect of the work becomes evident during the months I have spent working without having seen the whole piece.

There is an element of meditation when I am making the work, sometimes I lose myself as I sew intuitively, referring back and forth from the photo to the canvas without thinking too much along the way. My intention is to forget that it is a face with features, so I can just respond to the visual elements.

Sometimes when a piece is completed, I will then remove a lot of the threads, so I am able to develop a concept; of ageing, of loss, or deterioration, sometimes even cutting into the fine netting, (bobbinette) which is supporting the sewn threads, further emphasising the frailty of the subject matter. Or I may add dramatic trailing threads so the image looks like it is unravelling.

#### What kind of reaction have you had to The Dementia Darnings?

Well, this has been the most extraordinary aspect to the work and one that continues to move me. People are genuinely moved as they have usually had some sort of experience of ageing whether it be in a relative of a friend. Here are some of the comments I have collected:

"This exhibition stirs up so much for me as a 57 year old

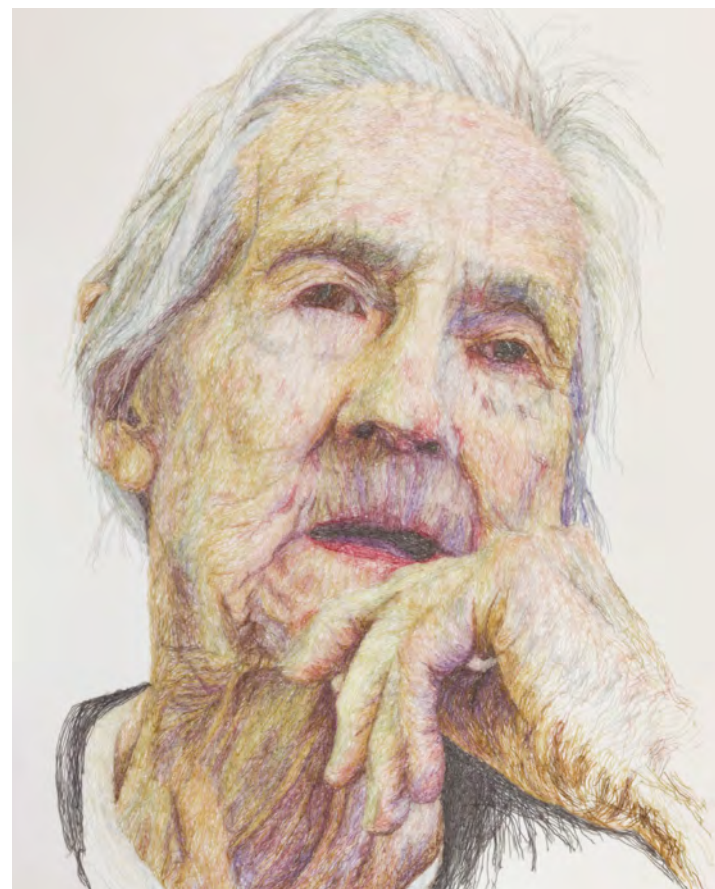


with my 87 year old mum in a dementia care home - we are all a work in progress. Delicate, resourceful, resilient, the essence of being human - captured in these Darnings."

"Beautiful Darnings. It brought up many reflections on my Grandma's ageing and dementia - the tangled threads, gradual fading. And I'm here with my mother, her daughter."

"I am lost for words but these images will live with me for a very long time. Thank you."

"My mother passed away last December after having suffered terribly from Lewy Body dementia for three years. It was a dreadful time and I learnt a lot about the nature of the illness. Your portraits are



incredible, not only the making of them, but the expressions too.....they could have been my mum's expressions. I recognise her in them. It was very, very emotional and very, very moving for me. Thank you so much."

"Although I don't have much personal experience of dementia, I found this exhibition very moving...truly beautiful and I can imagine how nurturing this exhibition could be to people dealing with this experience within their own families."

"So alive! Just some pieces of thread and simple net, an idea and a bit of stitching and suddenly something amazing comes to life. I love the continuity too, of feminine pursuits to a feminist exhibition. Thank you."

#### What projects are you working on currently and what's next for you?

I have solo show of the Darnings and some of my new work, The Absurd Sewn Selfies at Bridport Arts Centre, in Dorset, in January and February 2019. Then I am part of a group show in Oxford at OVADA. I am part of a group, The Museum For Object Research, and the show is called Neither Use Nor Ornament. I have just had work exhibited in China and have had several requests to exhibit there but need to arrange this when it all fits together. I then intend to spend some time developing my new series, The Absurd Sewn Selfies - exploration of ageing and the bonkers-ness that goes with it! Power to the oldies!

# Pi

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Whether you're looking to make do and mend or keen to create something new, there are numerous tools and accessories to make the task easy and fun. For ideas and inspiration visit the You Tube Channel - <https://www.youtube.com/user/Hemlineinternational>.

For general information please visit: [www.hemline.com](http://www.hemline.com)



**MILWARD**

New products in the Milward range include a Premium Spinning Yarn Holder, a Twin Lid Craft Box with Inner Tray, a Craft Caddy and a Sewing Box with Drawer. Milward is one of the best-known needle brands in the world with an established English heritage dating back to 1730. With a reputation for superb quality, the Milward range includes over 2,300 products for sewing, patchwork, quilting, knitting, crochet and needlecraft.



**HOBBY GIFT COLLECTION**

The new Hobby Gift Collection for 2019 includes detachable and collapsible Deluxe Sewing Machine Trolley Bags and an extensive collection of beautifully designed workbaskets, sewing, knitting, crochet and craft storage bags, boxes and baskets along with matching accessories such as novelty pin cushions and bobbin cases.

Many are covered in exclusive fabric prints ranging from fabulous dots, florals and tartans to adorable woodland and domestic creatures. The Classic range features stylish wooden cantilever workboxes and a magnificent selection of bags and baskets in on-trend prints to suit all tastes including cute llamas and unicorn, bold florals, cacti, birds, bees and an adorable Dachshund pin cushion. There's even a sewing box in the shape of a water melon!



**TILDA**

Lazy Days is the latest collection from Tilda. Inspired by florals from the Art Nouveau and Art Deco eras, these delightful 100 per cent cotton fabrics in a soft palette of blue and teal combined with lilac and coral tones provides perfect vintage style for decadent summer looks. Along with the florals, a range of solid colours and large and small dot prints complement the collection and provide endless possibilities to mix and match to your heart's content. Available mid-March.



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## h+h cologne workshops to educate and entertain

Products and trends on show are set to attract thousands from across the globe

■ With over 400 exhibitors, h+h cologne will be offering the largest selection of textile handicrafts in the world from March 29-31, 2019.

Current products and trends from sewing, crocheting, knitting, embroidery and crafting await trade visitors from all over the globe. h+h cologne also offers a first-class event and workshop programme. Trade visitors can learn which field-tested concepts can be used to increase customer loyalty and how new target groups can be won over for their own business.

One recipe for success is, for example: "Bring emotions into the shop!" And how easily this can be achieved is provided directly in several of the 18 workshops.

For example the workshop "Find your style - the perfect style counselling for every customer", which is being led by the Chief Editor of Verena, Dagmar Bily, relies on very personal customer service.

She said: "One could write whole books on this topic! Because it is not just about which colours, cuts and fabrics harmonise well together, but also which individual parts and complete looks match the customer's personality so that they feel comfortable all-round and don't feel like they are dressing up."

The workshop participants learn how to create different looks with one jacket and how you can personalise one model to suit the respective customer using different techniques.

Next on the list is the workshop "In the mood! Moodboard brainstorming" A moodboard for the specialised

shop is a stylish combination between colours, photos and materials such as fabrics, straps and yarns on a special handicraft theme with a very decorative character.

"But beyond this the boards are also ideal for information on trends and as a visualisation tool for customer communications," said Gabriela Kaiser (TRENDAGENTUR). "It becomes spontaneously clear which fabrics, knitting yarns, etc. can be nicely combined and thus incite the customers to buy."

Customer acquisition and communications for salesrooms and online shops are the focus of Facebook ambassador Mikaela Ioannou's workshop "Social media campaigns".

Participants will learn how a successful campaign can be implemented on Facebook, Instagram or WhatsApp and how the measurability of advertisements works. And they will be given answers on what storytelling means and why it is so important for content creation.

Companies that want to successfully present their DIY products on Instagram, will additionally be given tips on how this can be realised using simple means by Susi Strickliesel (influencer, author, EMF Publishing Company) in a beginner's course.

The current trend theme handlettering is also on the workshop agenda. Sue Hiepler and Yasmin Reddig (May &

**"It becomes spontaneously clear which fabrics, knitting yarns, etc. can be nicely combined and thus incite the customers to buy."**

GABRIELA KAISER, TRENDAGENTUR



Berry) are among the line-up with "The art of Handlettering & Watercolor". Sue Hiepler said: "Handlettering arises from calligraphy and has become its own modern form of art, it is fun to do, yet there is a much greater degree of freedom and less rules than was the case of its strict predecessor."

During the workshop participants will practice different variations of typeface design, possibilities of decorating lettering with watercolour illustrations and, true to the motto "Color your business", they will create a design sketch, for example, for their individual shop sign.

From A to Z: Watercolour Handlettering is then on Martina Johanna Janssen's agenda (artist and author, EMF publishing company), who demonstrates how wonderful the symbiosis between calligraphy and watercolours is and how fantastic projects can be created.

"Colour your leather! Working with leather and imitation leather" is the theme of Tobias Milse's course (bag maker), which concentrates on the professional planning and execution of the leather cut.

Due to the special "texture" open leather cut edges are not trimmed, but instead sealed using a special varnish. The participants will produce an accessory with a clear contour that also leaves room for colourful accents and creative design.

Then it's time for the evergreens "bags": Whether tailored from wax cloth in the case of the bag designer Sabine Gerlach (Elbmarie), a colourful and stylish crocheted clutch in

the workshop with Ellen Deckers (Polle-vie) or in the course "Looking for a dream bag? Simply design it yourself" with the help of Hanne Mummert (Draft Director, BURDA). The latter will present a hip, retro-style shoulder bag with a clip closure. Here, the trend colour pink gold is combined with classic jeans material. Hence, all three workshops pick up on popular themes that can in turn be passed on to the customers in the shop.

Things continue being colourful in the workshop "With a wow effect: Big needles - bright colours" Knitting an accessory quickly and easily - this is exactly the right technique and target group address for many young knitters and a smart idea of how to successfully sell off remaining stock. Bright and decorative patterns are also found in the course entitled "Celtic Design", a very old form of art from England and Ireland, which is used for instance for quilts or bags, cushions or jeans.

The Chinese knitting expert Wang Lan will present the over 1,000-year long history of the Miao, the fantastic techniques of the Miao embroideries and the unique style with fascinating symbolic patterns. The workshop offer also includes trends and innovative knitting design from Finland and Norway, courses on the fashion revival of chenille yarn and macramé, sewing with reversible fabric and how one can make the cult shoes "espadrilles" oneself. Many ideas that will enable the retail trade to impress their customers.

The complete programme and admission tickets can be found at <http://hh-cologne.com>

# Mindfulness in crafting

**Claire Hamer**, Hunkydory trade sales manager, examines how to present products to the well-being market

Over the past couple of years the importance of mindfulness has been well documented and many people including many health practitioners and doctors believe that paying more attention to the present moment – to your own thoughts and feelings, and to the world around you – can improve your mental well-being.

Crafting can play a substantial part in finding some calm time in a day and concentrating on a specific task. As craft businesses how can we work with our customers and potential new customers to offer mindfulness within our stores or offer products and courses through our on-line platforms?

## COLOURING

Colouring has been a driving force in mindfulness both in craft shops and across the high street. However, craft shops have the advantage in offering a range of quality colouring mediums such as watercolour pencils, alcohol markers, inks, pastels and many different types of paints. Plus there's a wide range of colouring books that offer something a little different from the high

street available from most of the manufacturers in the industry. In addition many craft shops have the space and the knowledge to often colouring tutorials or workshops.

This way those new to craft or new to colouring can learn the skills they need to produce work they're happy with, yet at the same time setting time aside for themselves. Also consider offering something a little different with a smaller workshop where customers can come and colour in a calm environment. Play calming music, offer green tea and make it a no chat zone.

## CROCHET

The art of crochet can be very calming. Suggest your customers looking to crochet to relax, choose a yarn or thread that they enjoy the feel of and a pattern that you feel is easily achievable by them. Adding frustration by choosing a complicated pattern is not going to help with being in the moment and finding this hobby relaxing.

Create a cosy crochet corner for your crocheting group, with comfortable seating and a warm atmosphere.



“Create a cosy crochet corner for your crocheting group, with comfortable seating and a warm atmosphere”

## CROSS-STITCH

Cross-stitch can be a great hobby to get into crafting and as it mostly comes in kit form, so it's easy for a newcomer to pick up a kit and get started without a huge outlay in cost or equipment. With a large array of kits available there's something for just about every taste and there's a choice of sizes too.

and calming ideas, there are also some great mindfulness challenges available as kits which might appeal to your customers.

## HOME DÉCOR

Creating projects for your home that instil mindfulness is a great way to encourage your customers to get involved. Workshops that concentrate on making word art for your walls with positive messages will appeal to those looking for something extra from their art and those that enjoy making pretty items for their homes.

## ZENTANGLE

This craft has long been considered a relaxing way to draw or doodle. It's another craft

## MAGAZINES

If you're promoting mindfulness in your store, then consider stocking some of the mindfulness magazine titles that are available. Many of these incorporate some level of crafting within them, in addition to features on health, food features on health, food



that is easily accessible and not cost prohibitive to the new crafter. It's also incredibly easy to learn and get started and as there are no mistakes and no pre-planned outcomes it really is a fabulous way to be in the moment and still the mind.

There are kits that you can look at stocking or make your own, with good quality, smooth card cut to size (3.5" x 3.5"), pencil, fine liner pens and a pattern book.

## GEM KITS

If you want to add a little sparkle to your mindfulness crafting then kits or books where you add gemstone to pre-designed patterns is a great way to relax. The concentration on placing the gems and the fluid and repetitive movement is quite hypnotic.

## PROMOTING TO A WIDER CUSTOMER BASE

Crafting can and does improve mindfulness but in general we don't talk about this or promote it as an industry. We could encourage current non-crafters into our stores by promoting crafting as a wider interest to include thoughtfulness and calm in addition to making pretty things. Trying something new is seen as a key part of mindfulness, so let's make crafting an option.

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# Disney and Marvel help to boost growth

**Dani Phillips**, Visage Textiles Ltd and Craft Cotton Company Managing Director, tells us about the company and their plans for the year ahead



## Tell us about the Craft Cotton Company?

The Craft Cotton Company are the UK's leading supplier of fabrics for craft, patchwork and quilting. Based in Manchester, they are a family-owned company celebrating over 70 years in business. Today they are a truly global company, buying and selling fabrics worldwide.

## What products do you specialise in?

The company specialises in many areas of fabric. The principal area is printed 100 per cent cotton for craft, quilting and patchwork, which comes in pre-cut form and as metreage. Another major category is speciality fabric such as Lycra and sequins, for dancewear, gymnastics and theatre.

The company provides a one-stop-shop for all your

fabric needs and wholesales comprehensive ranges of polycotton, satin, organza, velour and fun animal prints.

Alongside fabric, you can find an extensive range of Bosal wadding, foams and interfacing. The company are also a distributor for Lion Brand Yarns, one of the leading global yarn brands.

## How is the Craft Cotton Company developing and growing? Have there been any recent developments that have changed your profile?

The company have focused development in two key areas of design, namely licensed character prints such as Disney, Marvel Comics and Harry Potter and collaborations with famous sewing personalities such as Stuart Hillard, Debbie Shore and Sarah Payne.



In the past year, the company have launched their first ranges of Korean printed fabrics, produced in the same factories as the leading industry brands and these higher quality collections have been really well received. They have also launched a range of organic jersey in attractive designs and plain colours, perfect for dressmaking projects.

Alongside designing and printing their own designs, they have distribution agreements with some of the leading fabric companies such as Camelot Fabrics, 3 Wishes and Quilter's Palette by Fabric Editions and AnnaBella by Cloud 9.

## How has the last 12 months been for you?

2018 has been a year of promising growth, driven in the main by ranges of licensed prints.

A highlight of 2018 was the company's first ever bloggers' day held at the office in Manchester, with 15 bloggers and ambassadors travelling from all corners of the UK to spend a day being creative, inspired and cuddling the office dog Freddie the Cavapoo.

## What do you feel your greatest success has been in the last five years?

The company has the aim of bringing quilting and crafting to the many and not the few. Working hard to bring quality fabrics to the market at affordable prices has been and remains a challenge, but the growth in the business and the recognition of the brand has been very rewarding. The company are passionate about education and work with a large team of bloggers to provide amazing content, free to use.



**"In the past year, the company has launched their first ranges of Korean printed fabrics and these higher quality collections have been very well received."**

## To what do you attribute your success?

They attribute their success to having great people, great design and quality fabric and printing, all at affordable prices.

## What services and support do you offer retailers?

Through the company's blog [craftcottonblog.co.uk](http://craftcottonblog.co.uk) there are many projects available to download and use free of charge and these can be shared with the end consumer. Product images and other content are also made available to retailers. The company is active on Instagram and Facebook, driving activity and demand from end consumers.

## What trends do you predict will be popular in the coming year?

This summer is going to be very bright with the sun shining through. Fun collections will feature all the joy of the beach and poolside, with many an ice and lollipop to devour.

On the novelty side, the Unicorn still remains popular and the latest creature to appear on the horizon is the Hedgehog!

## New launches, etc?

Launching this February, they have fabulous new ranges designed by leading sewing personalities such as 'Lily Pad' by Debbie Shore, 'Rainbow Etchings' by Stuart Hillard and 'Eastern Botanicals' by Sarah Payne.

At CHSI Stitches, you will be able to see the company's latest

collections of fantastic new licensed designs, including the loveable bunny Miffy. Produced to the Oeko-tex standard, Miffy Bedtime and Miffy Spring are 100 per cent cotton and are perfect for any craft, patchwork, quilting and dressmaking project. Other new licensed ranges on show include Dumbo, Mary Poppins, and 101 Dalmatians and Explore the Oceans from The Natural History Museum. The company are excited about their new Toy Story 4 collection but the designs are top secret for now!

## How can a new customer open an account?

The company have recently launched their brand new refreshed website [visagetextiles.com](http://visagetextiles.com) where you can see the full range of fabrics sold by the company. Customers are invited to register on the site for an account.



# 24 Hours As... Tracey Dutton

**Tracey Dutton**, founder of Lavinia Stamps Ltd, tells us about her day



## YOUR DAY

### What time do you wake up and what does your pre-work routine look like?

I wake up between 6-6.30am, I don't tend to set an alarm I think that's just when my body wakes up automatically. I'm not one for lying in bed, so its never difficult for me to get up.

I always start the day with a cup of mint tea, which I love, it's a great one to wake the body up.

Then I feed my lovely cats who won't leave me alone until I do. All our cats are very vocal in the mornings so there is no chance of sneaking quietly out the front door.

### You get into work – what does a typical morning look like for you?

It only takes me ten minutes to drive into work which is great and I start work about 7.15 am. This, for me, is the best part of the day. I love watching the sunrise from my office, so quiet, so peaceful it's a great way to start the day.

I usually start my day by answering any emails, then organising what needs to be done by delegating jobs to the Lavinia Team. Everyone arrives into work at 9am so it's great to be prepared for the day ahead.

At this time I normally have a smoothie for breakfast with all the necessary green stuff, it's a good kick start for the system. It's important to me to stay healthy and look after myself.



### What time do you take lunch, and what do you do on your lunch break?

I am a bit of a grazer to be honest, so don't really stop for a lunch break as such, I just eat as and when. I do take breaks from the computer as I spend quite a lot of time in front of a screen which isn't always a good thing, its about getting balance I suppose.

On a break I would typically pick up my pencil and start sketching more designs, it's my absolute passion. I feel very fortunate to be doing something I love. Drawing takes me to another world, always has done since I was old enough to pick up a pencil.

### What do you typically eat?

I am vegetarian, so eat lots of veg, lentils, nuts and beans. I have a huge passion about cooking and nutrition. I love experimenting with healthy foods, but mostly enjoy cooking for family and friends.

### How does a typical afternoon take shape?

In the afternoon I tend to do all my advertising, anything from magazine articles to social media. It's great to see what our lovely customers have been creating, I love the interaction, its all so inspiring. There are some very talented people out there, its wonderful to talk and share your passions.

### What time do you leave?

Well that's a good question, the days always seem to go so quick. I always aim to leave about 6pm, but sometimes it can creep to a little later. It just depends what needs to be done.

### And what kinds of things do you like to get up to in the evening?

I attend a Yoga and Pilates class two-three times a week



“One of the best parts to my job is definitely drawing, if I could I would sit here all day and just draw”

and, depending which family member is home first, walk our two lovely hounds. Then I would cook tea, light the fire and chill for an hour, maybe even have a glass of wine, depending on the kind of day I've had.

### Finally, what time do you typically go to bed on a work night?

I am normally in bed for 10.30pm, I find eight hours sleep is always a good one for me. So, I am quite disciplined during the week.

### A BIT ABOUT YOU How did you come to work in your current position?

My partner and I, Kevin, have always been self-employed since leaving University, nothing has ever really been planned it just seems to fall into place. I love new business opportunities and I get a huge buzz out of creating things, it's about making things happen and creating your own path. We both work very hard at what we do, consequently the business has flourished. We have a fantastic team behind us which enables us to do what we do.

### What advice would you have for someone looking to get into your particular industry?

It's all about having drive and passion. It's like anything, if you want to be successful you need to work hard and employ like-minded people around you. It's about having a positive outlook and thinking outside

the box, always one step ahead and thinking of the next idea.

### What are the best parts of your job?

One of the best parts to my job is definitely drawing, if I could I would sit here all day and just draw. The other would be meeting people, it's just wonderful to meet like-minded people that you can talk to, sharing tips and techniques and just getting a general buzz from talking about our passion...Crafting...!!

### What are the most challenging parts of your job?

I think being away from home for any length of time is always a tough one for me. I love my home, family, my animals and my friends. Although I love the exhibitions I never like to be too far away, there's nothing like your own bed...!!

### What does 2019 hold for you?

Where do I begin, 2019 is going to be a crazy year, my calendar is already fully booked. We are taking on more staff, which I am so excited about. This is hopefully going to free me up to spend more time designing.

We have definitely outgrown our premises, so a move is on the cards this year, if we can find somewhere.

We are currently putting plans in place to branch out into other creative avenues, which I am very excited about. All will be revealed over the next 12 months I'm sure.



# Arts & Crafts Innovation

## from Pilot for 2019

**Stuart Barker**, marketing manager for the Pilot Pen Company, takes a look at some of their new and creative products

**Pilot Pen has launched a range of new drawing and writing instruments for 2019 which are certain to be in high demand from end-users and "must-haves" to stock for arts & crafts and stationery retailers.**

As well as range extensions to existing products in the rollerball and marker pen offering, there is also a new and innovative product for the fineliner category.

### PILOT PINTOR WATER-BASED ARTS AND CRAFTS MARKER

Building on last year's launch of Pilot Pintor, the water-based arts and crafts marker, the range has now been expanded to four tip sizes. In addition to the Fine and Medium bullet tip versions already available, these are now joined by a broad chisel-tip version and an extra-fine bullet tip. All four tip sizes are available in a range of 24 colours of vibrant, water-based pigment paint (classic, pastel and metallic).

The characteristics of Pintor ink means that it writes on all surfaces but the surface properties influence whether it is permanent or non-permanent. On a porous surface such as wood, paper, cardboard, clothing fabrics or stone it is permanent whilst it is removable on non-porous surfaces such as plastic, glass, metal and chalk boards by wiping with a damp cloth and washing up liquid. Designs can be coloured over with another colour once dry allowing some truly stunning art to be created with PINTOR.

Pilot Pintor has key "real-world" user benefits over other water-based paint markers in that the tip material is very strong and durable and the paint is quicker drying.



### The Pilot Pintor 2019 range

- SW-PT-EF Pintor Extra-Fine Bullet Tip (2.3mm tip / 0.7mm line width)
- SW-PT-F Pintor Fine Bullet Tip (2.9mm tip / 1.0mm line width)
- SW-PT-M Pintor Medium Bullet Tip (4.5mm tip / 1.4mm line width)
- SW-PT-B Pintor Broad Chisel Tip (8.0mm tip / 8.0mm line width)

For 2019, Pilot has launched a new modular display solution for Pintor to create an impactful in-store presence for the full range. Contact Pilot to find out more.

### PILOT FRIXION FINELINER – ERASABLE WRITING FELT PEN

Take Pilot's market-leading erasable ink technology and combine it with a precise felt-tip handwriting pen and what do you have? The Pilot FriXion Fineliner.

No longer do you need to worry if you make a mistake adding colour and diagrams to your notes and course materials. With the FriXion Fineliner you can write, draw, colour, ERASE and then start again.

Simply rub out your mistakes with the eraser stud and watch the ink disappear as if by magic! The unique ink responds to the heat generated by the rubbing out, and lets you write over your mistake immediately again.

**"The characteristics of Pintor ink means that it writes on all surfaces but the surface properties influence whether it is permanent or non-permanent"**

**STUART BARKER, MARKETING MANAGER, PILOT PEN COMPANY**



The unique gel ink responds to the heat generated by the rubbing out, and lets you write over your mistake immediately with the same pen. 1.0mm tip gives a 0.5mm broad line.

### DID YOU KNOW?

Refills for FriXion pens are a top seller and allow end-users to reduce plastic waste and also save money when the ink runs out, instead of buying an entire new pen - it's never been easier to be green!

### FIND OUT MORE

To find out more about the full range of Pilot writing instruments, please visit [www.pilotpen.co.uk](http://www.pilotpen.co.uk). The Pintor Marker also has its own dedicated website at [www.pintor.co.uk](http://www.pintor.co.uk). If you are interested in stocking these or any other products from the Pilot range, please email [sales@pilotpen.co.uk](mailto:sales@pilotpen.co.uk) or call 01628 537100.

### FRIXION BALL BROAD

The original and best-selling erasable rollerball pen, now available in a BROAD tip for a thicker line width! Write, erase and re-write your notes everyday with the Pilot FriXion. Simply rub out your mistakes with the eraser stud and watch the ink disappear as if by magic!

For younger writers, it's the perfect alternative to a pencil and a great first step into writing with ink. Also, the ink is non-permanent so can be removed by washing or with a hot iron. Available in up to 12 colours there's a FriXion Fineliner for everyone! 1.3mm fibre tip gives a 0.45mm fine line.



# A rainbow of colour and some Knitty Critters

**Stephen McAllister**, sales director at Creative World Of Crafts, tells us about their new range of products



**Creative World of Crafts are bringing some exciting new products to the market.**

The company that brought Caron Cakes to the trade is unveiling some new yarns fresh for 2019.

You can get your chance to see the raft of new yarns from Caron, Bernat and Lily Sugar 'n Cream collections, and much more, at CHSI, February 17-19, Hall 11 stand E02.

And high on the must see list is the new revelation that is Caron X Pantone. Caron, known for colour, has teamed up with iconic Pantone to introduce a new range of yarns that are so different and innovative, packaged in five 20g skeins of complementary colourways

taking the headache out of selecting the right combination of colours for any project.

Caron X Pantone is fabulously luxurious and soft, with the richness of merino wool and the versatility of easy-care acrylic and nylon. The 27 Pantone colourways offer great flexibility while consistently matching home décor and fashion projects to actual Pantone colour references. This allows projects to be easily visualised and really helps to inspire.

**KNITTY CRITTERS**

Creative World of Crafts is well known for innovation and design. Our exclusive Knitty Critter Collection is taking the crafting world by storm and it is

easy to see why - they are fun to make, look great and offer fantastic value for money.

Knitty Critters will appeal to both knitters and crocheters. Designed in our own studio and produced in the UK, these hugely appealing kits contain everything you need to make a Knitty Critter of your choice. With over 50 in the collection there is a cute critter for everyone.

Knitty Critters are a large family of kits including all manner of characters from frogs to the eternally popular unicorns, available in different colourways and yarns. So, if you like lions, tigers, bears and bunnies - oh my, you are going to love this funky and fun collection.



The packaging is appealing and easy to display. So, join the Knitty Critter craze - they're too cute not to.

For further information please contact:

**Tel: 0116 271 3131**  
**Email: sales@cwoc.co.uk**  
**www.creativeworldofcrafts.co.uk**

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# Yarn Shop Day is back and better than ever

Get ready to give your business and wellbeing a boost in 2019

**It's that time of year again to be thinking about joining up for Yarn Shop Day 2019 – and there's lots on offer.**

Now in its sixth year, it returns on April 27. It was launched in 2014 by leading publications Let's Knit and Let's Get Crafting, and last year more than 200 shops took part throughout the country.

Feedback from retailers included increased footfall, boosted sales and in some cases their best day of trading ever.

Amy Dagger, from Black Sheep Wools based in Culcheth, Warrington, said: "We had a magnificent day at the Craft Barn for Yarn Shop Day 2018. There was all sorts going on in store. Emma Varnam was surrounded by colourful crocheted delights teaching mini crochet classes, Christine Perry (Winwick Mum) shared her top tips on sock knitting, Melanie Boocock (our Rowan Consultant) taught customers to knit and Debbie Tomkies filled the workshop room with a rainbow of colour showcasing her dyeing skills. Thank you so much to all of our special guests for making the day so fabulous!

"On the day Emma Varnam and Christine Perry took over our



Instagram account to share Yarn Shop Day through their eyes. There was a glass of Prosecco for everyone, Stylecraft goody bags and fab raffle prizes too."

Participating stores are encouraged to host an event by doing something special on the day, such as offering discounts, running competitions, holding workshops or knit-and-natter sessions, hosting book signings, giving away goodie bags or by simply offering tea and cake.

Sarah Neal, editor of Let's Knit magazine, said: "As always we're excited about Yarn Shop Day, but this year it seems particularly pertinent as we've been thinking a lot about yarn craft in relation to people's wellbeing,

and it seems that, for knitters and crocheters, yarn shops can often be key to this.

"Loneliness is a major issue nowadays, particularly as people grow older, and a local yarn shop provides an opportunity to get out of the house, make contact with likeminded crafters, join a knitting group, or just to chat with the yarn shop owner about your latest project. Such contact can be crucial for good mental health. That's why, for Yarn Shop Day 2019, we're highlighting the fact that a visit to your local yarn shop is a surefire way to boost your wellbeing and improve your mental health."

The mascots for this year are a family of knitted turtles by Sachiyo Ishii and a crocheted whale by Sarah-Jane Hicks.

Sponsoring the event this year are Vanessa Bee Designs, Soak, Lane Mondial and ChiaoGoo.

Vanessa Bee are offering an exclusive deal for retailers if they spend £200 (plus VAT) with them they can receive either 12 Yarn Shop Day mugs or 12 Yarn Shop Day shopper bags free of charge. However, if £400 (plus VAT) is spent then they can have both, absolutely free. And for no



The offers are available to both new and existing customers.

A spokesperson for Lane Mondial said: "Supporting the independent retailer is very important to us as a company and Lane Mondial is thrilled to be sponsoring Yarn Shop Day which is a special event like no other."

If you would like to sign up then contact Paige on 01206 508605 for more information.

And if you are at CHSI Stitches then pop along to the Aceville stand, E22, and you can sign up for Yarn Shop Day 2019 there and then.

extra cost you can have your logo printed on either of these items.

Retailers can take advantage of these offers at Vanessa Bee's stand at CHSI Stitches, by ordering through their website or you can contact them directly on 01768 771447 for more information.

**"As always we're excited about Yarn Shop Day, but this year it seems particularly pertinent as we've been thinking a lot about yarn craft in relation to people's wellbeing, and it seems that, for knitters and crocheters, yarn shops can often be key to this."**

**SARAH NEAL**, EDITOR OF LET'S KNIT MAGAZINE



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# How to create positive vibes

**Sara Davies MBE**, founder at Crafter's Companion, looks out how to foster a healthy workplace and motivate your staff



■ **Your workforce is one of the single biggest assets to your business, so keeping them happy and productive is a must if you want to drive success.**

It's a two-way street for an employer – for your staff, a healthy workplace means a flexible and pleasant atmosphere where their talents will be nurtured and valued, but for you it also means a lower staff

turnover and reduced levels of stress, leading to fewer sickness absences – a win-win all round.

■ **OPEN DOOR**

An approachable ethos and open-door policy will help to see your employees, and your business, thrive. Clear communication is key to this, so that your employees will not only know what is required of them, but

know what is expected of staff and management throughout the company. An up-to-date employee handbook and provision of regular one-to-one meetings might seem unnecessary in a very small company with a less formal structure, but it's best practices like these that will facilitate the flow of information and feedback that will prove so valuable over time.

“Whether it’s a staff party, meals out or a token box of chocolates, your employees will value being included in the company’s achievements”

■ **POSITIVITY**

Another way to ensure high levels of staff wellbeing and retention is to make them feel valued with plenty of positive reinforcement. Personally showing your appreciation when projects are completed or targets are hit, whether that's with a small bonus or just a simple thank you, will keep motivation levels high. Similarly, celebrating wins with your workforce will help them to feel a part of the company's successes and foster a spirit of teamwork. Whether it's a staff party, meals out or a token box of chocolates, your employees will value being included in the company's achievements.

your current trajectory, making sure your staff are all on the same page, delegating tasks and trusting them to deliver to the best of their ability is vital to fostering a healthy workplace. Micromanaging people can sometimes lead to a negative working environment, and you may find that showing you trust in their knowledge and skills, working with them and being open to their ideas is a more positive way to achieve your goals. This also frees you up to focus on other areas of the business, ensuring you're using your time and resources efficiently.

■ **FUN TIMES**

Encouraging a fun environment and ensuring you have the chance to work together on a shared goal outside of work, such as raising money for a chosen charity, will also help your employees to have a sense of belonging and to enjoy their working hours.

■ **BE VIGILANT**

Finally, stay vigilant and nip any potential problems in the bud before they can escalate and lead to negativity. Not everyone is going to get along all the time and there will always be disagreements, but having strict guidelines on conduct and making sure you address any friction within your workforce at the first opportunity will ensure you can control and contain any issues. YOU are the key to a happy workforce, and you'll find that your positivity and approach to teamwork will pay dividends.

■ **GOING FORWARD TOGETHER**

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# Get personal and creative for a perfect card or gift

Claire Hamer, Hunkydory trade sales manager, takes a look at how you can boost your sales around Mothers' Day

Mothers' Day is a key date in our calendars and many of us want to give our Mums something special on the day we celebrate Motherhood. This can be a simple card or a much larger project and as such we need to get ready early for this and get products on our shelves and workshops planned.

## PERSONALISATION

When stocking products to sell for Mothers' Day is important to remember that there's lots of variation on what we call our Mums. So in addition to the obvious Mum or Mother, consider stocking alphabet stickers so that Mam, Mummy, Ma and Step-Mum can all be catered for. Not being able to put the right title on the front of a card for someone special can be frustrating and take away from its beauty and the effort that's gone in to making it.

## PRODUCTS

Consider offering a good selection of products that can be adapted to make Mother's Day cards. They don't all need to be specifically designed for this special day but pretty florals, delicate foiling and beautiful words are a good staple and starting point.



“Consider offering a good selection of products that can be adapted to make Mothers' Day cards”

If you'd prefer to offer your customers a card making kit for this occasion, then look for smaller kits that make just a couple of cards. Unless your customers are making cards to sell, they'll generally only be making a handful of cards for Mothers' Day, even with extended families, so order your stock for this occasion accordingly.

Dies and stamps for this special day are also available and are generally part of a larger varied set, such a word dies that are suitable

for the whole family, to make it worth the investment.

## WORKSHOPS

Everyone has a different relationship with their Mums and will gift accordingly, so design workshops that cover as many options as possible. One of the most popular ideas is to create a personalised card and a matching gift box, to fill with chocolates, homemade cupcakes or a scarf. Additionally include making a couple of co-ordinating gift tags that can be attached to flowers or other gifts. Include products



that allow your students to personalise their card, so it's perfect for their Mother.

Also be mindful for those that have lost their mothers or are struggling to become mothers. Offer a broader workshop, so that it's inclusive for all your customers.

## WRAPPING PAPER

If you don't stock wrapping paper in your shop, have you considered running a wrapping paper making workshop? Rolls of white paper or brown packing paper are easy to buy and during a workshop your students can design their own patterned paper by stamping and colouring on the rolls of paper. This is a great way to make something unique and you can make a card and gift tag to match. You could use floral stamps, butterflies or stamp Mum all over your wrapping paper. It's such a great way to personalise a gift.

## AFTER THE DAY

Any products you have left after Mother's Day consider if they're specific to the occasion or whether you can continue to sell them through as a floral range or whether you need to reduce them and sell them through.

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