



NEW INNOVATIONS AND EXCITING IDEAS AT CRAFT, HOBBY + STITCH INTERNATIONAL 2012

NEC, Birmingham, UK
Sunday 19th –Tuesday 21st February 2012

Over 250 exhibitors at **Craft, Hobby + Stitch International 2012** will be showcasing supplies from every aspect of the creative craft industry from art supplies, threads & yarns, beading, fashion, craft fabrics and needlecraft kits to rubber stamps, papercrafts, scrapbooking, specialist papers and card - making it Europe's leading trade event for networking with suppliers, getting new ideas and planning for the year ahead.

Trade buyers attending the event from **Sunday 19th to Tuesday 21st February 2012 at the NEC, Birmingham, UK** will be the first to discover the very latest industry trends, new techniques and product launches as well as meeting the new innovative designers in the Bright Sparks Pavilion! Visitors can also benefit from over 100 hours of education in the extensive Workshop & Seminar programme.

Below is a sneak preview of just some of the brand new products and Bright Sparks exhibitors at **Craft, Hobby + Stitch International 2012**.

Bright Sparks exhibitors **Inkwell Stamps** are showcasing their new range of clear polymer stamps including a unique range of Welsh-language stamps. Owner Lesley Holden says, *"Because we design and manufacture our own stock we are able to respond quickly to customer requests, preferences and levels of crafting experience."*

Also exhibiting for the first time in the Bright Sparks Pavilion is small business **Stitch by Stitch** with a range of Stumpwork Embroidery kits featuring life size Bumble Bees, Dragonflies, Butterflies, Poppies and Daisies. Designer Sally Kemp says, *"There are not many suppliers of Stumpwork kits so I am excited about exhibiting at Craft, Hobby + Stitch International and launching my products to the trade."*

More/see over...

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Introducing a new concept is **Add Some Sparkle**, showcasing its Pick and Mix Sparkles allowing customers to choose from a wide range of gems, pearls and other small embellishments. Owner Robert Walker says, *"We came across this new way of selling our embellishments almost by accident but have found that customers really enjoy this kind of pick and mix shopping experience, with many telling us that it is as much fun selecting the pieces as it is using them."*

Small, start-up company, **Stone Lilies**, design and make pewter buttons recognising a niche in the home knitting, dressmaking and craft market for buttons that are miniature sculptures of the highest quality. Launching at the Bright Sparks Pavilion at Craft, Hobby + Stitch International in February 2012 the capsule range is both functional and collectable. Owner and designer Catherine says, *"I am excited at the thought of showcasing Stone Lilies Buttons to a wide audience. We will also be offering a making service for other designers or businesses who would like to have bespoke buttons made to enhance their collections."*

First time exhibitor **Italian Buttons** is showcasing their unusual range of buttons suitable for stitchers, knitters and even card makers. The unique range includes every colour imaginable as well as leopard print, tartan, glitter, coats of arms, hearts and bows. Owner Giannina Valli has been involved with buttons all her life through her family button making business which is still going strong in Italy. Since moving to the UK five years ago, Giannina set up Italian Buttons and says, *"Initially our buttons were only available in North Yorkshire where we are based, but our strong customer response prompted us to introduce our products nationally and internationally."*

Retailers visiting Craft, Hobby + Stitch International 2012 can see the latest fabrics, embellishments, yarns and designs on the Catwalk Fashion Show providing inspiration for the season's latest materials. A new dedicated needlecraft teaching and demonstration area, Itch to Stitch, sponsored by Madeira Threads and Zweigart & Sawitzki is presented by Jane Greenoff, Director of The Cross Stitch Guild.

Craft, Hobby + Stitch International 2012 will be the 500th show for ICHF Ltd, show organisers of more than 18 consumer and craft supply shows, as well as two trade events. Troy Bennett, ICHF Ltd show organiser says, *"We constantly strive to bring visitors to our shows the latest, new products and a raft of demonstrations and talks to inform and educate. As the popularity of crafts and all things handmade continues to rise we are looking forward to Craft, Hobby + Stitch International being a busy, buzzing 500th show with plenty of opportunities to buy, sell and learn."*

More/see over...

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If you are new to the show, register now at www.chsi.co.uk If you have visited the show before in the past three years, your show registration barcode will be sent to you automatically. Follow Craft, Hobby + Stitch International on Twitter [@CrftHobbyStitch](https://twitter.com/CrftHobbyStitch).

For information about trade stands contact Andrew Morton or Troy Bennett at ICHF on +44 (0) 1425 272711 or email info@ichf.co.uk. For full details about the show and hotel deals visit www.chsi.co.uk .

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For more information or interviews, please contact Jo Holdom on 44 (0)1392 278801 or email jo.h@onevoicemedia.co.uk

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