



17-19 February 2019, NEC Birmingham



As the UK's leading and longest standing craft industry event, CHSI Stitches is embracing the changing retail environment and bringing you an invaluable showcase of the creative craft industry.

- Over 100,000 products on display
- Exclusive new product launches
- Inspiring and integral education
- An abundance of business opportunities
- The best showcase of craft products
- Over 6,000 industry professionals connecting

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TRADE ONLY



THE CRAFT REPORT

Helping you become better equipped

The second edition of the independently commissioned research - THE CRAFT REPORT.

Linda Jones of LJ&P, research specialist, will be presenting our second exclusively commissioned and insightful report into the craft industry. Focusing on consumer changes and providing guidance on how to use the findings to improve your business.



Don't miss these unique insights and trends impacting our industry

INSIGHTS HUB

Over 50 hours of valuable resources



How to build a successful craft business in the age of new communications technology

Paul Wright, co-founder of HOCHANDA



What makes you a good sales person - sell what you love and love what you sell!

Steffi Stern, founder and owner of The Makerss



Knititation – Just two stitches for wellbeing

Author of Knit and Nibble, James McIntosh and Dr Thomas A. Ernst FRCP



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3 days of insights giving you tools, tips and hacks to improve your business.



Creative Sparks – Ignite passion and purpose to drive people and profit in your business
Sarah Cressall, founder of Creation Station



Think like your customer in a digital world
Warren Knight, digital Marketing expert and CEO, Think Digital First



Dress to impress: How to turn your windows into your biggest sales tool!
Liz Rivers and Nicola Luard Davies

SEMINARS • WORKSHOPS • DEMOS



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WORKSHOPS AND DEMOS to help improve your sales

- Great for YouTube & video content
- Introduction to new products and trends
- Advice on how to use demos to sell
- Personal touch & easy access to expert advice

A snap shot of what's available (full list online)

Papercrafting – Stix2

Wool embroidery – baa ram ewe

Candle making – Eazi Candle

Lampshade making – Dannells Ltd

Pixel artwork – Pixelhobby UK

Easy mixed media plaque – Daily ART

Needle felted owl – The Makerss

Magic Windows cards – Angela Poole Ltd

Easy Mixed Media – PaperArtsy

Situated around the show, each hosted by a crafting professional, learn how new innovative products work first hand.

Register today at chsi.co.uk and be the first to know when bookings go live

New Product Showcase

Located in the entrance, don't miss the hottest trends and latest innovation brought to you by our exhibiting companies.

Bright Sparks

Enterprising start-ups will be showcasing their fresh new products, ideas and designs. This is often a first port of call for buyers looking for innovation.

Stitching Forum

Advice available at our Genius Hub hosted by the Royal School of Needlework, solve all of your stitching needs and questions.

Sponsored by



Catwalk

The renowned catwalk will return in 2019 with daily shows, offering you the chance to see the latest fabrics, yarns, designs and colours for the year ahead. Simply turn up and grab a seat.



CHSI

STITCHES

17-19 February 2019, NEC Birmingham

SAT NAV: B40 1NT
FREE PARKING

Join the buzz at

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OUR MISSION IS TO HAVE A CRAFTER
IN EVERY HOUSEHOLD!

14.6 MILLION
UK CRAFTERS*

27.1 MILLION
UK HOUSEHOLDS

*The Craft Report 2018

Secure your place,
register today at chsi.co.uk

ICHF Events

A TI Media company

ICHF Ltd, Dominic House, Seaton Road, Highcliffe, Dorset BH23 5HW
Tel: 01425 272711 Fax: 01425 279369 Email: info@ichf.co.uk

Details correct at time of going to print, but may change due to unforeseen circumstances.