

S T I T C H E S

16-18 February 2020, NEC Birmingham



Secure your place today

Register at [chsi.co.uk](https://chsi.co.uk)

NEW PRODUCT LAUNCHES • BUSINESS ADVICE  
LATEST INNOVATIONS • WORKSHOPS AND DEMOS  
CRAFT REPORT • FREE PARKING

TRADE ONLY

# THE UK'S TRADE SHOW FOR THE CREATIVE CRAFT INDUSTRY

**CHSI Stitches brings together over 6,000 craft buyers looking for the latest products, innovation and essential business advice. Discover the next big trend and be inspired and educated to drive your business forward.**

- The very latest products
- Trends and techniques
- The cleverest innovations
- Head turning ideas
- Business changing solutions
- A buzzing 3 days of business

For free fast track entry  
register now at [chsi.co.uk](https://chsi.co.uk)



# WHAT'S NEW?

## CREATIVE DRAGONS

New for 2020, we have teamed up with the AFCI to offer a Dragons Den style panel where you can pitch your business or product ideas and receive expert advice.

Dragons include:



**Sarah Hurley**

Sarah Hurley Ltd



**Tony Sheridan**

Makers Retail Ltd



**Paul Wright**

Hochanda



**Stephanie  
Weightman**

Craft Channel  
Productions



**Simon Burns**

ICHF Events



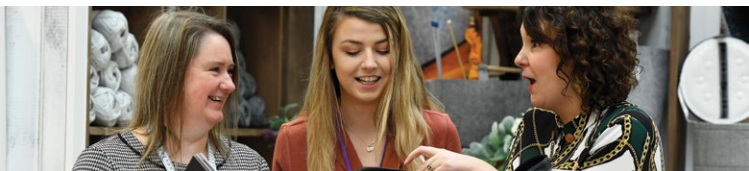
**Barry Short**

Creative  
Expressions

The sessions are only pre-bookable and will be private to protect ideas. Visit [chsi.co.uk](https://chsi.co.uk) for more information or email [info@chsi.co.uk](mailto:info@chsi.co.uk) to book your place.

## #TRENDING NOW

This is the place to discover the must-stock, game changing products and new lines that will have customers making a bee-line to your store.



# WHAT'S NEW?

## PAPERCRAFT ZONE



A brand new area focusing buyer attention on the new products, opportunities and innovation in the papercraft sector. The Papercraft Zone will host a separate workshop area dedicated to papercrafts and each exhibitor has something new to bring to the market.

In association with:



## BUSINESS HUB

The AFCI is offering all attendees and exhibitors 15 minutes free business consultation with Craig De Souza – CEO of the association – with over two decades of industry knowledge he can offer expert advice. Time slots with Craig can be booked by emailing [info@chsi.co.uk](mailto:info@chsi.co.uk)



In association with:



# THE CRAFT REPORT

Vital craft industry data and consumer insight

Now firmly established as the creative craft industry's key annual report, the results of this robust piece of independent research are revealed exclusively at the show.



## 2020 themes include

- Environmental concerns
- World trends
- Sources of customer inspiration
- The power of influencers
- The importance of innovation
- The new generation of crafters
- Wellbeing

Available to buy for £845 or FREE to CHSI Stitches attendees



# WORKSHOPS

- **Tips from the experts to give your business the edge**
- **Learn skills to support your sales**

**Demonstrations are the lifeblood of the craft industry and knowing how to work with products is a key skill in making sales.**

Here's a snap shot of what's available:

- **Biodegradable Glitter** - Stix2
- **Candle Making** - Eazi Candle
- **Embroidered Felt Bird** - Corinne Lapierre Ltd
- **The Knitty Critters** - Creative World of Crafts
- **Forever Flowerz 2020 New Launch** - Craft Buddy
- **Needle Felt** - The Makeress
- **Boho Dreamcatchers** - Cygnet Yarns Ltd
- **Lampshade Making and Textile Wall Art** - Dannells Ltd

Limited to verified trade buyers only, workshops can be booked in advance\*, visit [chsi.co.uk](https://chsi.co.uk) for more information.

\*Online booking available from mid-January





# INSIGHTS HUB

Over 50 hours of educational content

For 2020 we have tailored the content of each show day to best fit the profile of visitors. With seminars and workshops tailored to meet the challenges facing buyers.

- **Sun 16 Feb**, focuses on independent retailers.
- **Mon 17 Feb**, is aimed at multiple retailers.
- **Tues 18 Feb**, will feature content of value to designers.

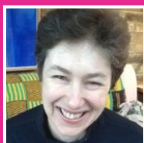
## SPEAKERS INCLUDE:



**Meg Pascoe,**  
*Intellectual Property Office*



**Sarah Cressall,**  
*The Creation Station Ltd*



**Jane Makower,**  
*Former MD of Jane Makower Fabrics*



**Steffi Stern,**  
*co-founder of The Makerss*



**Paul Wright,**  
*co-founder of HOCHANDA*



**Liz Rivers and  
Nicola Lugard Davies**

Visit [chsi.co.uk](https://chsi.co.uk) for the full programme information

# BRIGHT SPARKS

Where starts ups take centre stage! Latest designs, unmissable innovation and the brightest new talent, this is one area not to miss!

## THE CREATION STATION EXPERIENTIAL AREA

The Creation Station 'Experiential Area' provides ideas and practical tips on the importance of experiential activities in your retail business. Pop over and gain valuable insight into best practice for your experiential activities.



## CATWALK

The professionally choreographed catwalk returns for 2020 and is your opportunity to discover the latest trends for the upcoming season. A host of exhibiting companies will be showcasing their products, patterns and designs on the catwalk over the three days. With multiple shows over the course of the show, make sure you take the time to sit back and enjoy the show.

Companies represented:



Register today for free fast track entry, at [chsi.co.uk](http://chsi.co.uk)