

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



S T I T C H E S

19 - 20 FEBRUARY 2023
NEC, BIRMINGHAM, UK

GROW YOUR BUSINESS IN A
CHALLENGING RETAIL ENVIRONMENT

REGISTER TO ATTEND AT [CHSI.CO.UK](https://chsi.co.uk)

FREE TO ATTEND

FREE PARKING

TRADE ONLY

ENHANCE YOUR BUSINESS IN 2023

Join thousands of craft business owners at the most influential trade event of the year.

CHSI Stitches is adapting to the changing retail environment and providing you with the opportunity to source the latest products, connect with manufacturers for the best possible prices and learn from expert business leaders.



2023 THEME

CONSCIOUS CRAFTING



The Conscious Crafting theme will explore 4 key factors that crafters take into consideration and the extent to which this affects all elements of their decision making.

- WELLBEING / HEALTH CONSCIOUSNESS
- ENVIRONMENTAL / ETHICAL CONSCIOUSNESS
- VALUE CONSCIOUSNESS
- SOCIAL CONSCIOUSNESS

CONNECT MORE

SHOP THE LATEST PRODUCTS ON THE MARKET
FROM A HUGE RANGE OF MANUFACTURERS

MEET SUPPLIERS
FACE TO FACE

GET INSPIRED BY THE LATEST TRENDS

TRY NEW PRODUCTS, TECHNIQUES AND TOOLS

PLACE ORDERS AND DO
BUSINESS AT THE SHOW

#BuyAtCHSI

BUY MORE

INSIGHTS HUB

Free to attend business seminars, where you can get expert advice from leading sales, marketing, retail and business experts.



SAFIA MINNEY MBE

Safia has been a pioneer in ethical business, establishing Fair Trade supply chain solutions, defining PR and marketing campaigns and the strategic directions needed to reach new markets. At the heart of everything she has done has been a creative force and passion to deliver social impact and sustainability.



CLAIRE HARPER

Claire is a leading business figure who has unparalleled experience in marketing, change management, branding and enterprise. With the success of some of the UK's leading brands to her name, including Argos, Ocado, Sainsburys and Mamas & Papas, and having run her own award-winning kids' clothing brand IndiaCoco.



BARJIS CHOHAN

Award-winning entrepreneur Barjis' shares both her failures and successes, and her passion shines through with her trail blazing and rule breaking personality. She inspires audiences to reset their lives, take risks, dream bigger and conquer the world! Some of Barjis' awards include the Mail on Sunday Designer in International Trade; Entrepreneur of the Year in London and 1st runner-up as Female Owned Business of the Year.



ANDREW DAVIS

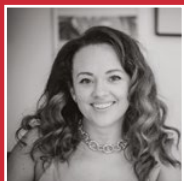
Andrew is a social media and marketing expert who helps organisations transform their business development, communication and marketing activities through digital platforms. Having worked with corporate clients such as KPMG, Tesco, o2 and Royal Mail.

LEARN MORE



CHRISTINE LEECH

The author of 12 craft books and the founder of the Sewyeah Social Club – an online community for crafty people. The club is dedicated to building a friendly and supportive environment for anyone looking to connect with others on a creative level. Christine has worked with a broad variety of clients including Cricut, Lovecrafts, Emma Bridgewater, Selfridges and Swarovski.



JENNY DREW

A multi award winning business owner and creator of the UK's only sewing tuition franchise. Jenny believes that when given the right tools, women in the creative space can create extraordinary businesses that enhance the lives of those around them and so she helps these women navigate the business landscape to create serious success.



EMMA FRIEDLANDER-COLLINS

Emma is a craft author and sustainable craft influencer. She has an MA in Sustainable Design and lectures at University of Brighton. Her work focuses on ways of using craft to create and celebrate digital communities, sustainability and positive change.



LINDA JONES

Linda Jones is an independent research specialist, who has run her own business for over 30 years. She has worked on the Craft Report for 4 years now and has a particular interest in home décor, craft and consumer media.



SCOTT STONE

Scott Stone is the Managing Director of Gemporia Craft and a leading retail business expert with expertise in launching new businesses and partnerships while having a deep understanding and passion for Craft, and the unique network within it.

For full information on these sessions
please visit **chsi.co.uk**

DEMONSTRATION HUB

Meet top crafting experts and influencers bringing to life the four key pillars of our **Conscious Crafting** theme with demonstrations across a variety of hard and soft crafts.

Come and interact with them to learn how their own personal conscious crafting message can help you enthuse your customers and keep them coming back for more.

Demonstrators include:



Sew
Sophie



Steel and
Stitch



Jenerates



Sew Mark
Francis



Pretty Gets
Gritty



Crafty Sew
& Sew



Pretty in
Paper by B



Sew Yeah
Social

+ many more

THE CRAFT REPORT



An integral part of the show, this year's Craft Report aims to explore the 'Conscious Crafter' a multi-faceted audience and highlight opportunities for the trade to better engage with them. Plus, valued updates on key trend data such as spending, hierarchy of crafts and audience growth and profile are presented exclusively.

MORE GREAT REASONS TO VISIT



CAMPFIRE SESSIONS

Pre-bookable sessions with our keynote speakers to get your questions answered and utilise their experience for your own business challenges.

CHSI STITCHES IS THE PLACE WHERE THE CRAFT INDUSTRY COMES TOGETHER TO DO BUSINESS.
DON'T MISS THE CHANCE TO BE PART OF IT.



#BuyAtCHSI

Find the latest products from leading manufacturers and revolutionise your product line.

Experience the product, with thousands of lines on display, you can see and touch before you buy.

Knowledge from professionals is invaluable when looking at new products to stock and advice on how to sell them.

Availability of stock, negotiation of the best rates and the ability to place orders immediately at the show.



Meloca
Designs



Behrens
Fabrics



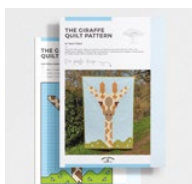
King
Cole



The Crafty
Kit Co.



Cascade
Yarns



Rope and Anchor
Trading Co.



Search
Press



Stylecraft



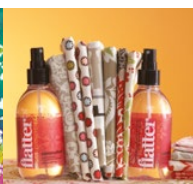
Jones
Buttons



Hahнемühle
FineArt



Oddies
Textiles



Marent
Crafts

+ thousands more

REGISTER AT **CHSI.CO.UK** TO SECURE YOUR PLACE