

PRESS RELEASE

December 17, 2026



A New Era Begins: Koelnmesse Brings the h+h americas Fall Edition to Houston in 2026

Koelnmesse, organizer of the globally recognized *h+h cologne* and *h+h americas*, is excited to announce the launch of the **h+h americas Fall Edition**, debuting in **Houston, Texas** a city with a long, meaningful, and cherished place in the craft industry's history.

For decades, Houston has been home to fall gatherings in the crafting world. With this new edition, Koelnmesse aims to **honor that legacy**, carry its spirit forward, and build a **modern, energizing, business-driven event** that reflects where the community has been and where it's going next.

A Message from Koelnmesse Leadership

"The new h+h americas Fall Edition in Houston reflects our global growth strategy of expanding our strong global brands with deep local relevance. With this new edition in Texas we are creating additional opportunities for brands, retailers, and creators to connect, collaborate, and grow. We're proud to strengthen our U.S. presence and create another high-quality platform for the vibrant craft industry." **Gerald Böse, CEO, Koelnmesse GmbH**

"As we introduce the Fall Edition in Houston, our priority is simple: respect the legacy of this city, support our community's growth, and create an event that genuinely moves the industry forward. We're building a show that's inviting, energetic, collaborative, and crafted for real business impact. The early enthusiasm we're seeing from the long-standing partners and companies returning to Houston tells us one thing Houston is ready, and the industry is ready with it." **Darrin Stern, Show Director, h+h americas**

"As the industry's trade association, we're thrilled to partner with Koelnmesse to debut this new fall trade show. We're bringing exceptional education to Houston, offering sessions that will equip and energize every industry professional in attendance. This show celebrates what's new and what's next, and our speakers and instructors will set the tone for innovation." **Abby Glassenberg, Craft Industry Alliance**

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Show Dates & Format

- **Wednesday, September 30**
 - Education begins
 - Expo Hall Show Preview Party: 4:00 PM-7:00 PM
- **Thursday, October 1**
 - Expo Hall open: 10:00 AM-5:00 PM
 - Education continues
- **Friday, October 2**
 - Expo Hall open: 10:00 AM-3:00 PM
 - Education continues

The schedule is intentionally built so that shop owners can return home in time for their weekend business.

The Fall Edition will feature a **curated, streamlined format** designed for high-impact meetings, new product showcases, hands-on activations, and focused education.

Early Founding Partners Coming Back to Houston

Koelnmesse is proud to announce that several iconic companies will return to Houston for the **first time since 2024**, reaffirming the city's importance as a fall craft hub:

- | | |
|---------------------|------------------|
| • Famoré | • Mook Fabrics |
| • Andover Fabrics | • Knitting Fever |
| • Oliso | • Universal Yarn |
| • Trailhead Company | |

Additionally, the following companies have committed as Founding Exhibitor Partners:

- | | |
|--------------------------------------|------------------------------------------|
| • Moda Fabrics | • Renaissance Ribbons |
| • Shannon Fabrics | • Cloud 9 Fabrics |
| • Lewis & Irene | • Universal Yarn |
| • Benartex | • Riley Blake Design |
| • Checkers Distributors | • Graphic Impressions/The Toy Department |
| • Windham Fabrics & Anthology Batiks | • Belagio Enterprises |
| • Janome America | • <i>More to be announced</i> |
| • P&B Textiles | |



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Industry Reactions

Early partners and industry leaders have already voiced strong support for the new Fall Edition:

Fabric Company Perspective

“We’re excited to return to Houston as a Founding Partner for the new h+h americas Fall Edition. Houston has always been a special place for our industry, and this event gives us a modern platform to connect with retailers at exactly the right moment in the buying cycle. It’s a smart, timely addition to the market, and we’re proud to be part of shaping its first chapter.” **Jay Mook, Mook Fabrics**

Yarn Company Perspective

“Fall is an essential season for yarn retailers, and the new h+h americas Fall Edition fills a real gap in the U.S. craft industry calendar. The opportunity to meet with shops, preview new collections, and reconnect with the community in Houston is incredibly valuable. We’re thrilled to support this launch as a founding exhibitor.” **Yonca Ozbelli, Universal Yarn**

Thread Company Perspective

“The timing, location, and structure of the h+h americas Fall Edition make this a powerful new event for the sewing and quilting and garments market. Being part of the inaugural edition allows us to help shape a show built for serious business and hands-on engagement. Houston has a rich heritage in our industry, and we’re proud to stand behind this next evolution.” **Samantha Van Noy, Trailhead Company**

Sewing Machine Perspective

“At Janome America we believe in hands-on engagement with our partners, colleagues & customers, current and future. When we heard that h+h americas was going to have a Fall edition, we knew we wanted to be a part of it. We will always support our industry where education and connections can take place. We look forward with anticipation for this powerful new event for the sewing and quilting community.” **John Ryan, VP of Business Development, Janome America**

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Our Commitment

Koelnmesse's mission remains clear:

- Support the industry
- Help partners grow
- Honor Houston's legacy as a fall craft destination
- Deliver a welcoming, collaborative, inspiring experience

This is the standard upheld by *h+h cologne*, *h+h americas*, and the global Koelnmesse network and it will guide the Fall Edition in Houston.

Future Show Dates:

h+h cologne

March 20 - 22, 2026 - Cologne, Germany - www.hh-cologne.com
(Friday - Sunday)

Fiber+Fabric Craft Festival

Classes start April 30th. May 1 - 3, 2026 - Rosemont, USA - www.fiberfabriccraft.com
(Friday - Sunday)

h+h americas

Classes start May 5th. May 6 - 8, 2026 - Rosemont, USA - www.hh-americas.com
(Wednesday - Friday)

h+h americas | Fall Edition

Classes start September 30th. October 1 - 2, 2026 - Houston, TX, USA - fall.hh-americas.com
(Wednesday - Friday)

For more information, contact:

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Koelnmesse - trade fairs for the handicraft industry

As an organiser of innovative and important trade fairs worldwide Koelnmesse is the global market leader in the handicraft & hobby sector. h+h cologne is the leading trade fair for textile handicrafts and the industry's largest international inspiration and order platform.

Koelnmesse also supports companies in reaching international markets, which is why it has expanded its fibre arts portfolio in the USA: h+h americas, a platform for the North American knitting, quilting, crochet, sewing, textile and craft industries, uses pioneering formats and online solutions to put the industry's products and services centre stage. The trade show in Rosemont, Illinois, offers both digital and on-site experiences to maximise reach and impact.

The Fiber+Fabric Craft Festival in Rosemont, Illinois, is a new consumer trade show that brings together crafters, creatives and innovators for education and to showcase the latest trends, products and techniques in knitting, quilting, crochet, needlepoint, cross stitch, felting, sewing, quilting and cosplay.

h+h americas Fall Edition in Houston, Texas, is the new B2B marketplace for the North American creative industry in autumn. The event features a three-day trade fair and training programme. Developed as an extension of h+h americas it is held under the motto: "Spring inspires. Fall delivers. Together they sustain the entire creative supply chain."

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