

THE STITCH *festival*

The ultimate day out for craft lovers

Knitting · Crochet · Dressmaking · Quilting · Needlecraft

21st – 24th March

Business Design Centre, London

Sales and Media Pack

The Stitch Festival is the best Springtime event in London for contemporary dressmaking, sewing and stitch.

Bringing visitors' Instagram feeds to life, this show offers access to independent brands and small businesses alongside some of the best loved UK retailers and manufacturers. The show offers a joyful day out with inspiring displays, catwalk shows, demos and celebrity Q&As plus hundreds of workshops and an annual Dressmaking Competition.

The Stitch Festival was launched in February 2020 at the Business Design Centre by Upper Street Events (trading as Immediate Live), who also organise The Festival of Quilts and The Knitting & Stitching Shows.

Previously known as The Spring Knitting & Stitching Show which took place at Olympia, London, The Stitch Festival was introduced to offer something a little different for the modern maker. This event serves the sewing community as well as those interested in crochet, knitting, cross stitch, embroidery and other contemporary crafts.

The Business Design Centre is a beautiful venue situated in Islington, a vibrant and diverse area of London with many bars, restaurants and shops in the surrounding area. The BDC has excellent transport links and is only 5 minutes from Angel tube station (and Kings Cross St Pancras also very close).



For more information: thestitchfestival.co.uk

Brought to you by Immediate Live, the organisers of The Knitting & Stitching Shows



Instagram: [thestitchfestival](https://www.instagram.com/thestitchfestival) Facebook: [thestitchfestival](https://www.facebook.com/thestitchfestival)

Visitor Numbers

2023
13,432

2024
15,000 expected

Demographics

95%

95% female

51

Average age: 51

85%

85% have been interested in needlecraft and textiles for over five years

76%

76% from London and the South East

£68,900

Average household income of £68,900

53%

53% do not attend any other shows

Average dwell time of
4 hours 40 minutes

Visitor Spend

£132.38

Each visitor spends an average of £132.38 on supplies, a total spend of over £1.9m!

The Marketing Campaign

The marketing campaign began in November 2023 when tickets went on sale. This year's campaign is focussed on digital marketing to bring brand new visitors to the show.



76,195

Email database



163,634

Unique users on website (Dec – March)



16.3k

Instagram followers

Show Content

The Stitch Festival offers access to high-profile makers and craft influencers, ensuring high appeal among a young and trendy audience of stitch enthusiasts.

Confirmed features for 2024 include:



Colechi



Tilly & The Buttons
10 year Anniversary



The Marcon Court Project

Join Us!

The Stitch Festival is part of the most successful portfolio of craft and textile events in the UK and offers access to completely new audiences. If you're a contemporary craft business wanting to build your brand and meet new customers at the best event for modern makers, book a stand today.

Contact us

To see the floor plan and discuss stand rates and options please contact:

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