

Sew Your Style 2021

in association with

The
Pattern
PAGES

Now in its fourth year, this competition celebrates all the budding dressmakers out there. Sew Your Style is brought to you in association with The Pattern Pages and is a chance for you to show us your unique style, flair and creativity.

CATEGORIES

- 3R's - Re-use, Re-cycle and Refashion** Create a garment with re-invented fabric that you already have such as old scarves, curtains and other fabrics from around the home.
- Sew the Look** This is your chance to predict and make a garment that's going to set the trend for 2021!
- Retro Revival** Whether it's bell-bottom flares, hippy boho dress or a fringed jacket - it's time to show off your styling from the 1970's.
- Little Black Dress** LBD's are a staple of any stylish wardrobe. We want to see your chic versions, and it doesn't even have to be black!

HOW TO ENTER

- 1) Choose your entry category
- 2) [Click here](#) to fill out the form to register your entry. Pay the £8 entry fee separately.
- 3) Get to work and create a fab piece sewn by you!
- 4) Once your garment is completed, email **one high-res photograph** of it (preferably on a white background) by **1pm on Friday 29th January 2021** to competitions@ichf.co.uk, with your name clearly shown on the image file (but NOT the photograph itself).

The top 10 shortlisted entries will be contacted from each category and required to post their entry to ICHF Events by **Friday 26th February 2021** at the latest. A special 'Sew Your Style' display of all the finalists will be on show for visitors to admire at **Sewing for Pleasure** between 18th-21st March 2021.

Winners will be announced on **Thursday 18th March** via social media after the judging, and winners announced at **Sewing for Pleasure** on **Sunday 21st March** in the afternoon on the catwalk and prizes dispatched after the show. Please note due to the pandemic, there may be a slight delay in some prizes being processed

If you have a technical question about your entry and need guidance, please contact Julie Bonnar at julie@thepatternpages.com

Hantex

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Get Social

Follow us, join the conversation and create some buzz using [#sewyourstyle2021](#) at
Twitter [@thecraftshows](#)
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PRIZES

There are amazing prizes up for grabs worth. Each category will be awarded 3 prizes plus one entry will be named Best in Show winner!

1ST PRIZES

Janome 5270 sewing machine
Janome 360 DC sewing Machine
Janome 230 DC sewing machine
Janome 9300 DC Overlocker

2ND PRIZE

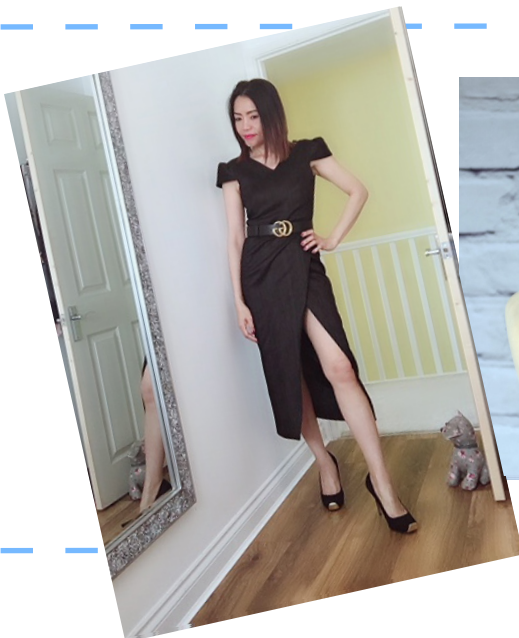
2m of fabric and an indie pattern of your choice from Hantex Ltd.

3RD PRIZE

An online sewing course

BEST IN SHOW

To be announced!



RULES OF ENTRY

1. This competition is open to everyone aged 18 or over, excluding employees or agents of the associated companies and their families.
2. The entry must be your own work. You may enter more than one category, but only **one entry per category**. Entries that do not abide by these terms and conditions may be disqualified.
3. All competitors will receive an entry acknowledgement which includes a '2 for 1' discount code to share with family and friends. The 10 finalists in each category will also receive a complimentary ticket to visit the show.
4. One image per entry should be sent with the exception of the 3R's category where we would like to see a 'before' and 'after' image. Each image needs to be taken with the garment placed against a WHITE BACKGROUND on a hanger or worn by the entrant. Please label the image with name and category but don't show your name on image itself (jpeg file).
5. By entering this competition you give permission for **ICHF Events** and **The Pattern Pages** to publish your entries in print, online and on social media and to promote future competitions
6. The top ten shortlisted entries will be judged on the first day of the show, Thursday 18th March 2021. Awards will be given for 1st, 2nd and 3rd plus an overall Best in Show. There will be no access to the area while the judging takes place.
7. The entries will be judged at Sewing for Pleasure and winners announced on Thursday 18th March via social media. Certificates will be presented on Sunday 21st March in the afternoon on the catwalk and all prizes dispatched after the show. Please note: due to the pandemic, there may be a slight delay in some prizes being processed.
8. The prizes detailed cannot be exchanged for goods or used towards the purchase of goods at any retail outlet and are subject to availability. Prizes cannot be exchanged for cash or replaced if lost or damaged.
9. The decision of the judges is final and no correspondence will be entered into.
10. No responsibility held for entries lost or delayed.
11. No late entries will be accepted.

The Pattern PAGES

Digital sewing magazine

COMPETITION CLOSING DATE

Friday 29th January 2021

Shortlisted entrants will be contacted by daytime telephone number or email to arrange for the garment to be sent in to:

*ICHF Events, Dominic House,
Seaton Road, Highcliffe,
Dorset, BH23 5HW.*

To be received at the above address
no later than

Thursday 26th February 2021.

DATA PROTECTION

By entering the Sew Your Style dressmaking competition, you agree for your details to be used by ICHF Events, who may wish to contact you with information of other services and publications which may be of interest.

Your details will be processed by ICHF Events Ltd in full accordance with data protection legislation and in full accordance with ICHF Events Ltd Privacy Policy.

