



# #SEWYOUR STYLE 2020 competition

in association with  
*The Pattern* PAGES

Now in its 3rd year,  
this competition is a chance to  
show us your sewing style, flair  
and creativity

## *Categories*

### **Vintage Revival**

Can't resist the glamour of a retro garment?  
Here's your chance to show us your favourite  
style of the past.

### **Refashion**

Get creative and up-cycle a denim jacket into  
another garment for your wardrobe.

### **Eye for Detail**

Love ruffles, pintucks or other sewing  
techniques then WOW us with your fabric  
manipulation.

### **Sew Colour Block**

It's one thing matching colours but mixing  
them can create fab results. We're looking for  
stunning dresses made with colour-blocking!



Jane Jacks  
2nd prize  
Sew the 60s  
last year



Sarah Klein  
Best in Show 2018  
Refashion

## How to enter

- 1) Select the category you wish to enter
- 2) Fill out the form to register your entry
- 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 you or a hanger on a white background) by 1pm on **Friday 31st January 2020** to [competitions@ichf.co.uk](mailto:competitions@ichf.co.uk), with your name clearly shown on the image file (and not in the photograph).

- The top 10 shortlisted entries will be contacted from each category and required to post their entry to ICHF Events by **Thursday 27th February 2020** 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 **19th-22nd March 2020**.
- Winners will be announced on **Thursday 19th March 2020** via social media after the judging.
- Prizes will be presented to the winners at Sewing for Pleasure on **Sunday 22nd March 2020** in the afternoon on the catwalk.

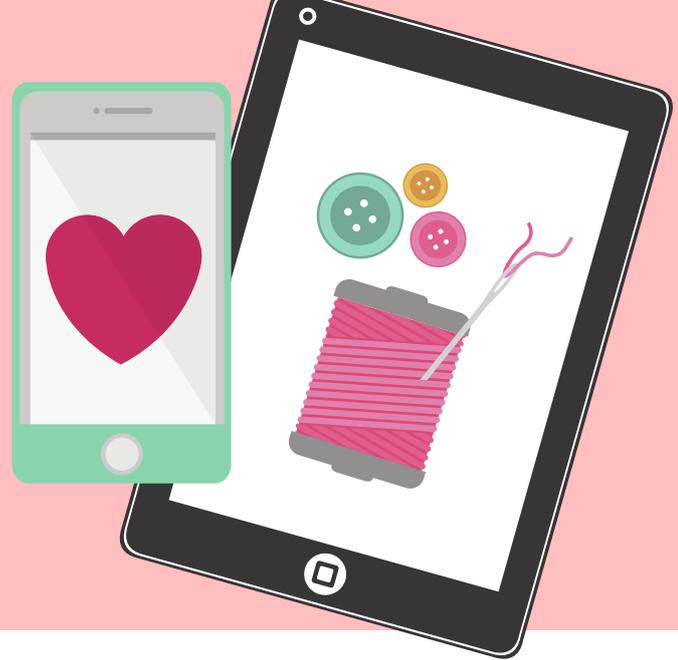
If you have a technical question about your entry and need guidance, please contact the editor of The Pattern Pages, Julie Bonnar at [julie@thepatternpages.com](mailto:julie@thepatternpages.com)

# Get social...

Follow us, join the conversation  
and create a buzz using  
#SewYourStyle2020



@thecraftshows @thepatternpages



## Prizes up for grabs!

There are 13 amazing prizes worth £3,000+

### 1ST PRIZES FROM JANOME

Vintage Revival – Sewist 725S

Eye for Detail – Coverpro 2000CPX

Refashion – Sewing machine 230DC

Sew a Colour-Block Dress – Overlocker 9300DX

### 2ND PRIZE FROM HANTEX

2m of fabric, an indie sewing pattern and a  
Sew to Grow Fashion Ruler - all you need to  
make a garment from start to finish!

### 3RD PRIZE

12 sewing patterns from Butterick and  
New Look

### BEST IN SHOW

A Madeira treasure chest of Aerofil  
sewing threads



**NEWLOOK JANOME Butterick**



## Rules of entry

This competition is open to everyone aged 18 or over, excluding employees or agents of the associated companies and their families.

The entry must be all 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.

All competitors will receive an entry acknowledgement which includes a complimentary show ticket and a '2 for 1' discount code to share with family and friends.

One image per entry should be sent with the exception of Refashion category where we'd 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 please don't show your name on image itself (jpeg file if possible).

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 to promote future competitions.

The top 10 shortlisted entries from each category will be contacted, and will be required to post their entry to ICHF Events by **Thursday 27th February 2020** at the latest.

The shortlisted entries will then be judged on the first day of the Sewing for Pleasure show, **Thursday 19th March 2020**. 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.

All winners will be announced via social media on Thursday 19th March after judging has taken place, and prizes awarded at Sewing for Pleasure on **Sunday 22nd March 2020** in the afternoon on the catwalk. If winners are unable to attend, their prize will be posted to the competition entry address during the next 14 days.

The decision of the judges is final and no discussions will be entered into. The prizes detailed can not be exchanged for any other goods are subject to availability. Prizes cannot be exchanged for cash or replaced if lost or damaged. No late entries will be accepted and no responsibility held for entries lost or delayed.

[www.ichfevents.co.uk/competitions](http://www.ichfevents.co.uk/competitions)