



THE NATIONAL EMBROIDERY AWARDS 2027



Fashion &
Embroidery



THE NATIONAL EMBROIDERY AWARDS 2027

Celebrate the very best of British Embroidery.

Whether you're discovering embroidery for the first time or have spent decades perfecting your craft, The National Embroidery Awards 2027 is your opportunity to gain national recognition, exhibit your work and inspire thousands of visitors.

This competition is open to all with dedicated categories designed to recognise every stage of embroidery practice.

The National Embroidery Awards 2027 – Where creativity meets recognition.

FINALISTS RECEIVE

- Exhibition at the Fashion & Embroidery show (NEC Birmingham)
- National exposure to thousands of visitors
- Judging by leading embroidery professionals
- Winners and runners-up exhibited at the Sunbury Embroidery Gallery
- Feature in Embroidery magazine
- National Recognition

Could your Embroidery be recognised as one of the UK's finest?

CLOSING DATE FOR REGISTRATION: 15 January 2027

Registration link: www.creativecraftshow.co.uk/competitions



THE BRIEF

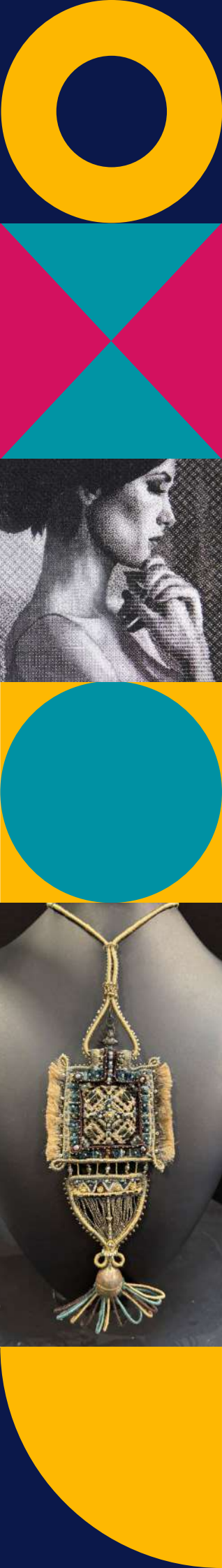
Submit your strongest original embroidered work completed within the last 12 months, that best represents your creativity, technical ability and artistic vision.

This piece should be entirely your own work and have not been entered into any other competition or displayed publicly elsewhere.

We want to see individual style, experimentation and your initial vision brought to life using a needle and thread. Whether you're a beginner, experienced stitcher or advanced artist, this competition will showcase the wonderful variety embroidery can offer in terms of techniques and subject matter.

We want you to inspire others!





THE CATEGORIES

Enter the category and class that best fits your embroidery work.

IN EDUCATION – CHOOSE FROM 3 CLASSES:

- **Schools** (from 6 to 16 years old – up to GCSE level)
- **Colleges, Sixth Forms and Apprentices** (A levels, T levels, Btecs, foundations, apprentices, other)
- **Undergraduate, Postgraduate Degree Students and Recent Graduates** (within 3 years of graduating) (any degree specialism)

NOT IN EDUCATION – CHOOSE FROM 3 CLASSES:

- **Hand Embroidery**
- **Free Machine Embroidery**
- **Digital Embroidery**

(Not in Education – See terms and conditions for percentage of technique to be used for entering each class).

KEY DATES

- **Registration & Image Submission Deadline:** 15 January 2027
- **Postal of Entry Deadline:** 19 February 2027
- **Hand Delivery Deadline:** 9 March 2027 (to the NEC Birmingham)
- **Winners Announced:** 12 March 2027
- **Awards Ceremony:** 14 March 2027
- **Hand Collection of work:** 14 March 2027 (from the NEC Birmingham)
- **Postal Return of work:** Within 30 days of competition taking place.

JUDGING PROCESS

Entries registered with 3 high-quality images will enter a pre-judging selection process allowing for 60 entries to go forward to the final judging at the NEC Birmingham.

If selected you will be notified and asked to submit your work, via the delivery method that you chose on your entry form.

THE JUDGES



David Morrish
Founder of
Kingfly Embroidery



Twan Lentjes
Digital Embroiderer and
Costume Maker



Anthea Godfrey
Artistic Director,
Embroiderers' Guild



Anne Butcher
Head of Studio and Standards,
Royal School of Needlework



Angie Wyman
Accomplished Textile
Artist and Tutor



Lucy Barter
Highly Experienced
Embroiderer, tutor and
Embroiderers Guild Trustee

JUDGING CRITERIA

Entries will be judged on:

- **Creativity and Originality:** How unique and innovative is your work?
- **Technical Skill:** The level of expertise demonstrated in your chosen embroidery method.
- **Artistic Expression:** The emotional impact and storytelling of your piece.
- **Intentions and Risk Taking:** What you are trying to do and the risks involved – even if it has not quite worked out how you intended. Celebrating ambition and creative risk taking
- **Adherence to Guidelines:** Compliance with the competition rules and the percentage requirement for the “Not in Education” category.

Join one of the UK's leading embroidery competitions and unleash your creativity, showcase your skills, and inspire others with your remarkable talent.

We can't wait to see what you'll create.

AWARDS AND PRIZES

There will be awards and prizes for the winner and runner-up of each category class and one overall Best in Show award.

SPONSORED BY



BEST IN SHOW

- The Perpetual Madeira Rose Bowl trophy held for one year and engraved with the winner's name
- 194 spool Madeira Treasure Chest (usual price £499)
- PFAFF Creative Expect 350 sewing and embroidery machine (usual price £1199)
- Exclusive feature in the Embroidery magazine
- 1-year print, plus digital subscription to Embroidery magazine
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery



IN EDUCATION

SCHOOLS

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery magazine feature and a 1-year print subscription for the school
- £100 voucher to spend at Barnyarns
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

Runner Up

- Runners-up certificate
- Vlieseline goodie bag
- Mention in Embroidery magazine feature
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

COLLEGES, SIXTH FORMS AND APPRENTICESHIPS:

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery magazine feature and a 1-year print subscription for the college/school
- £100 voucher to spend at Barnyarns
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

Runner Up

- Runners-up certificate
- Vlieseline goodie bag
- Mention in Embroidery magazine feature
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

UNIVERSITIES AND RECENT GRADUATES

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery magazine feature and a 1-year print subscription for the student
- £100 voucher to spend at Barnyarns
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

Runner Up

- Runners-up certificate
- Vlieseline goodie bag
- Mention in Embroidery magazine feature
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

NOT IN EDUCATION

HAND EMBROIDERY AWARD

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery magazine feature and a 1-year print subscription
- £100 voucher to spend at the Royal School of Needlework shop or towards a short course
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

Runner Up

- Runners-up certificate
- Vlieseline goodie bag
- Mention in Embroidery magazine feature
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

FREE MACHINE EMBROIDERY AWARD

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery magazine feature and a 1-year print subscription
- £100.00 voucher to spend at Barnyarns
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

Runner Up

- Runners up certificate
- Vlieseline goodie bag
- Mention in Embroidery magazine feature
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

DIGITAL EMBROIDERY AWARD

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery magazine feature and a 1-year print subscription
- 6 months free subscription to Wilcon software (worth £594 ex VAT)
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery

Runner Up

- Runners-up certificate
- Vlieseline goodie bag
- Mention in Embroidery magazine feature
- Entry exhibited in a winner's gallery at The Sunbury Embroidery Gallery



PRE-SELECTION OF ENTRIES

Registration and image submission deadline is **Friday 15 January 2027**.

You are asked to send in **3 good quality (high resolution) images** of your work for pre-selection, along with your entry form and relevant fee.

NOTE: Your entry will be initially judged on your photos alone, so please ensure that these are in sharp focus and show clearly the quality of your stitches.

Please email the following images as .jpeg files to **competitions@ichf.co.uk**

1. An image of your whole embroidered piece on its own
2. An image of someone standing next to/holding the piece (so that we can assess the scale)
3. A close-up detail of your stitching

You will be notified if your work has been selected for the competition by **Friday 29 January 2027**.

ENTRY LIMITATIONS AND RESTRICTIONS

FEES

- **In Education:** £20 per person (max 1 entry per person)
- **Not in Education:** £30 per person per entry (max 1 entry per class)

PLEASE NOTE: Fees are non-refundable if your work is not selected for the competition. However:

- Non-selected entrants will receive a complimentary ticket to the 'Fashion & Embroidery' show that will allow them to visit FOC on all four days of the event.
- Selected entrants will each receive a Competitors Badge, which can be collected from the Organisers Office on arrival at the show. This will allow entry to the event on all four days.

ENTRY DIMENSIONS

If working in 2D – your piece of embroidered art needs to be no larger than 150cm x 150cm. If working in 3D i.e. embroidering on a garment, piece of furniture, soft furnishings or creating an embroidered 3D sculpture etc then please try to keep the size under 1 x 1 x 1 meters for exhibition and display purposes.

EMBROIDERY PERCENTAGE

For the "In Education" category – **over 50% of the art piece must be embroidered**. So, for example you could print or manipulate a piece of fabric and embroider over 50% of the area in a combination of free machine or digital embroidery with beads added by hand.

For the "Not in Education" category, please ensure that at least 50% of your piece is produced using the class technique that you are entering. For example: hand, free machine or digital embroidery.

DISPLAY

We aim to showcase all work that has been selected, so please consider how your piece will be displayed. Some form of hanging may be required for 2D work, so you could frame your piece, and attach mirror plates or a hanging mechanism on the back... Please clearly state on the Entry Form, how your piece is intended to be shown. 3D work may require a mannequin or plinth so again please state preference on the Entry Form.

DELIVERY OF WORK

If selected, please choose one of the following options to deliver your embroidery to us:

Option 1: POST OR COURIER

Deadline for the delivery of all postal embroideries to the following address is Friday 19 February 2027.

Suzanne Lewis
The National Embroidery Awards 2027
ICHF Events, Dominic House, Seaton Road,
Highcliffe, Dorset, BH23 5HW

Email: suzannel@ichf.co.uk

The cost of the postage will depend on the courier or service that you choose.

Option 2: DELIVER BY HAND

Hand deliver to this address on Tuesday 9 March 2027, between the hours of 11.00 and 15.30 – You will not need to pay for parking at the NEC to drop off your embroidery.

Jane Bolsover
Sewing For Pleasure and Fashion & Embroidery
Hall 20
National Exhibition Centre (NEC),
Pendigo Way, Marston Green, Birmingham B40 1NT

Tel: 07767 415187

COLLECTION OF EXHIBITS FROM SHOW

All exhibits must be collected at the stated time and NOT before.

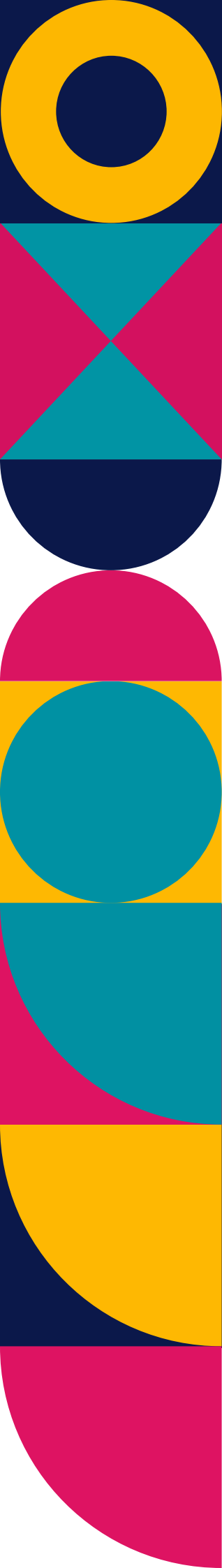
Collection can commence from 4pm Sunday 14 March 2027. Please be aware of this rule when organising your travel plans. Competitors' badges must be worn as proof of ID to enable you to collect your embroidery from the show. The Organisers' reserve the right to remove any exhibit not taken by 7pm on Sunday 14 March 2027.

PLEASE NOTE: If you have opted for your embroidery to be returned by post, **then you may not change your mind and collect it in person or nominate anyone else to do so at the end of the show.**

HOW TO ENTER

1. Register your interest and pay the entry fee (see fees), choosing the category and class that best fits you.
2. Complete all sections on the online Entry Form: www.creativecraftshow.co.uk/competitions
3. Read the Rules for entry
4. Email 3 high-resolution images of your work in progress or completed piece to: competitions@ichf.co.uk (JPEG files are preferable) by 15 January 2027. Please label the image file with your name and category.
5. All Selected Entries must be posted to ICHF Events by 19 February 2027 at the latest (see Rules of Entry for details).

If you have any questions about entering or need guidance, please contact Jane Bolsover on: : jane@janebcreatives.co.uk



RULES OF ENTRY

ENTRIES

1. This competition is open to all embroiderers in the British Isles. Work entered should not have been previously appeared in any other competition or displayed publicly elsewhere in an exhibition. However, you will not be excluded if you have shared your work via social media during the stitching process.
2. For the "In Education" category only one piece may be entered per student. For the "Not in Education" category competitors must complete an entry form for EACH CLASS and submit 3 images for each entry, if entering more than one piece. All entries must be the Bonafide work of the individual who has entered.
3. The pre-selection deadline is Friday 15 January 2027. You will be notified if your work has been selected for the competition by Friday 29 January 2027. Those not selected, will also be notified and sent their complimentary show ticket.
4. Entries may be 2D or 3D but see Entry Limitations and Restrictions regarding finished entry sizes. For safety reasons **GLASS must not be used** when framing, but Perspex is allowed. Please provide accurate dimensions of your work on the entry form.
5. Please ensure your piece has mirror plates attached, or a hanging system if it is a picture, to enable it to be hung in the judging exhibition. Failure to provide this will mean that the piece cannot be displayed.
6. The decision for the category entered is the responsibility of the maker. Embroideries cannot be swapped to another category after the entry form has been processed.
7. We reserve the right to NOT hang work that contains any sharp or dangerous materials, or which, the Organiser's feel is unsuitable in any way for display.
8. Your name, address and phone number must be clearly and securely attached to the back of your work to enable us to identify your piece. Please do not label the front – to ensure anonymity during the judging process.
9. We endeavour to hang all selected pieces, which comply with the Rules of Entry, where we receive an entry form by the due date, but this cannot be guaranteed, and the Organisers reserve the right not to display any piece for whatever reason.

PACKAGING AND POSTING YOUR EMBROIDERY

1. Packaging the embroidery is the maker's responsibility, but we advise wrapping it with bubble wrap and enclosing it in strong cardboard or plastic box, for protection and transportation purposes.
2. Attach a 'From' label to the outside of your parcel, to enable us to identify your entry, also stating the Category and Class that you are entering. Make sure your labels are clear as to whom the parcel is 'To' and 'From'. Please use BLOCK CAPITALS.

HAND COLLECTING YOUR EMBROIDERY

PLEASE NOTE: If you have opted to collect your piece in person, your original packaging will not be available when you come to collect, and it cannot be returned to you later. So please ensure that you bring along something suitable to take your piece home in.

RETURN OF POSTAL EMBROIDERIES

We will aim to dispatch your embroidery back to you within one calendar month from the show date.

SECURITY

While reasonable care will be taken with the security of all exhibits ICHF Events and the judges accept no responsibility for any loss or damage occurring to works whilst in our possession.

INSURANCE

Insurance is the responsibility of the maker. We cannot insure embroideries on your behalf.

INTERLLECTUAL PROPERTY RIGHTS

By entering competitions and allowing work to be shown at the Fashion & Embroidery show (11-14 March 2027), PLEASE BE AWARE that photographs or copies maybe taken by any person or visitor, and realise that your designs/work may be reproduced, but you will not hold ICHF Ltd or its employees' liable in any way should this occur.

PHOTOGRAPHY

Please note the Organisers' will be taking photographs of the competition entries at this event. These photographs may be used within magazines, newspapers, online and social media and to promote future events.

DATA PROTECTION

By entering the National Embroidery Awards, 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 to you. 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.



IMAGE CREDITS

COVER (top to bottom)

- Schools: Winner 2026, Tharani Dhanagododeeswaran Priyaguna (Collingwood College, Camberley)
- ICHF Events 2013
- Hand Embroidery: Best in Show 2026, Candy Hawkins
- ICHF Events 2018

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- Hand Embroidery: Winner 2026, Lucy Simpson
- Digital Embroidery: Winner 2026, Gail Holland
- Overall winner: Madeira Competition 2023, Eve Barnes
- Detail – Universities & Recent Graduates: Runner up 2026, Fleur Webb (Arts University Bournemouth)

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- Colleges & Apprentices: Winner 2026, Kate Bell (Royal School of Needlework)
- Digital Embroidery: Runner up 2026, Beth Wilson
- Detail of Palestinian embroidered work, Yasser T. Barakat, Fashion & Embroidery, Birmingham NEC 2014
- Hand Embroidery: Runner up 2026, Kate Pankhurst

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- Blackwork Lady by Royal School of Needlework Certificate in Technical Hand Embroidery student Cherry Lo 2024
- Free Machine Embroidery: Runner up 2026, Janice Gilmore

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- Top – Japanese Embroidery Guild 2026
- Embroidered detail by Historical Costumier Monsieur Ollivier Henry, Fashion & Embroidery, London Excel 2015
- Sequin detail – Universities & Recent Graduates: Winner 2026, Sophie Boylan (The CHANEL & King's Foundation Métiers D'art Embroidery Fellowship in partnership with Le1M)
- Overall winner: Madeira Competition 2022, Clarissa Bousfield

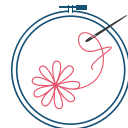
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- Universities & Recent Graduates: Winner 2026, Sophie Boylan (The CHANEL & King's Foundation Métiers D'art Embroidery Fellowship in partnership with Le1M)

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- Free Machine Embroidery: Winner 2026, Lisa Earley
- Universities & Recent Graduates: Runner up 2026, Fleur Webb (Arts University Bournemouth)
- Overall winner: Madeira Competition 2019, Kate White

ICHF Events



Fashion & Embroidery

