

# SEW YOUR STYLE

## Show off your sewing skills!

Now in its fourth year, this competition celebrates all the budding dressmakers out there. Get sewing! and show us your unique style, flair and creativity.

## The categories for 2021 are:

### **3R's - Re-use, Re-cycle and Refashion**

Create a garment with re-invented fabric that you already at home!

### **Sew the Look**

Make a garment that's going to set a trend for the forthcoming year!

### **Retro Revival**

Show off your styling from 1970s.

### **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)

Please note this competition will take place at a future event. Closing Date to be announced.





# Win some amazing prizes!

Each category will be awarded 3 prizes  
plus one entry will have a special recognition from the judges!

## 1ST PRIZES

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

## 2ND PRIZE

2m of fabric and an indie pattern of your choice from Hantex Ltd  
and an annual subscription to The Pattern Pages,  
digital dressmaking magazine.

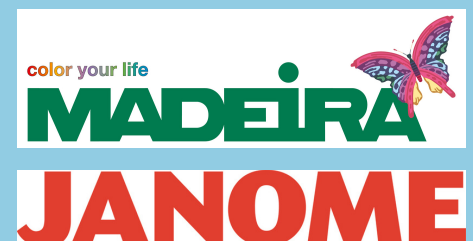
## 3RD PRIZE

An online sewing course of your choice from Sew Over It

## JUDGES CHOICE

Maderia Thread Chest

*Sponsored by*





# HOW TO ENTER



1. Choose which category you'd like to enter.  
You may enter more than one category, but only one entry per category.

2. To fill out the form to register your entry  
- [click here](#)

3. To pay the £8 entry fee separately - [click here](#)

4. Get to work and create a fab piece!

4. Once your garment is sewn – email one high-res photograph of it to [competitions@ichf.co.uk](mailto:competitions@ichf.co.uk) (j-pegs are preferable). Please label the image file with your name and category but please **don't** show your name on the photograph itself.



Only one image per entry should be sent and taken with the garment placed against a white background on a hanger or worn by the entrant, with the exception of the 3R's category where we would like to see a '**before**' and '**after**' image.



**All competitors will receive an entry acknowledgement which includes a '2 for 1' discount code to share with family and friends. Every finalists in each category will also receive a complimentary ticket to visit the show.**



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

# HOW THE COMPETITION WILL WORK

After the closing date, the 10 shortlisted finalists from each category will be required to post their entry to ICHF Events (we will provide you with a deadline date).

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.

A special 'Sew Your Style' exhibit of all the finalists will be displayed for visitors to admire **at a future show to be announced**.

The top 10 shortlisted entries will be judged on the first day of the show on and announced via social media after the judging has finished. Awards will be given for **1st, 2nd** and **3rd** in each of the categories plus an overall Judges Choice. While judging takes place, there will be no access to the area.

The winners' garments will be shown on the **Sewing for Pleasure Catwalk** on the **Sunday of the show** in the afternoon, and garments can be collected after the show on **Sunday** from The Sew Your Style exhibit stand.



## LET'S GET SOCIAL

Follow us and join in the conversation  
using #SewYourStyle2021  
@thecraftshows @thepatternpages.com

## **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 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.

The Sew Your Style competition is open to amateur sewers so you must not work within the sewing industry.

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.

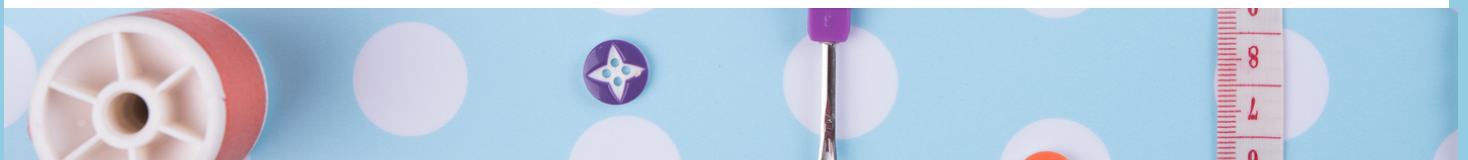
The prizes detailed cannot be exchanged for goods or used towards the purchase of goods at any retail outlet and are subject to availability. Prizes cannot be exchanged for cash or replaced if lost or damaged.

The decision of the judges is final and no correspondence will be entered into.

No responsibility is held by the organisers for entries lost or delayed.

No entries after the closing date will be accepted.

Entries that do not abide by these terms and conditions may be disqualified.



## **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 in full accordance with data protection legislation and in full accordance with ICHF Events Ltd Privacy Policy.