

# Press Release



FOR IMMEDIATE RELEASE

## TV Personality and Sewing Entrepreneur Craig Conover to Headline Fireside Chat at h+h americas 2025

Northbrook, IL - April 2025 - h+h americas, the premier trade show for the North American crafts and handmade community, is excited to announce a special **fireside chat** with **Craig Conover** – TV personality, author of *Pillow Talk: What’s Wrong with My Sewing?*, and founder of **Sewing Down South®**—on **Wednesday, May 7, 2025, from 12:45 PM - 1:15 PM on the Main Stage in Exhibit Hall C.**

Best known for his role on Bravo’s *Southern Charm*, Conover has carved out a powerful space in the craft world by combining celebrity influence with a genuine love for sewing. His company, **Sewing Down South**, has grown into a successful lifestyle brand rooted in design, creativity, and southern charm.

At this exclusive industry event, attendees will gain insight into:

- Craig’s journey as a creative entrepreneur
- How being a **maker** has impacted his business philosophy and personal brand
- His newest **partnership with Robert Kaufman Fabrics**, and what it means for the sewing community

This fireside chat is open to all registered attendees and is part of the **Creator Summit** at h+h americas.

### About h+h americas:

**h+h americas is open exclusively to industry professionals—** those who make a living through crafts, whether as retailers, educators, content creators, or suppliers. The 2025 edition will take place **May 7-9** at the **Donald E. Stephens Convention & Conference Center in Rosemont, IL, with classes starting May 6.**

As the fastest-growing trade show for the North American handmade industry, h+h americas provides a vital space to

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Mette Petersen



*For Handmade Business*  
www.hhamericas.com  
May 7 - 9, 2025  
May 6 - 8, 2026  
WHOLESALE



*Craft Your Passion, Celebrate Creativity!™*  
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discover trends, connect with peers, and grow your business.  
Learn more at [hh-americas.com](http://hh-americas.com).



## About Sewing Down South / Craig Conover:

Sewing Down South™ was founded in 2018 by Craig Conover, unscripted TV personality, author, and entrepreneur; along with his business partners Amanda Latifi and Jerry Casselano.

Sewing and craft has remained a point of inspiration, as well as a way for Craig to stay true to himself. He carefully hand-picks the patterns and designs, taking inspiration from Charleston, the coastal city in which the brand was founded.

The SDS Flagship location opened in May 2021 and is nestled in the middle of one of the most historic shopping destinations in the Southeast. Located on King Street, the Sewing Down South Store offers a curated experience of patterns and colors pulled from the inspiration of living in Charleston. After the success of the original location, a second store was opened at 2306 12th Avenue South, Nashville, TN. The Nashville store offers brand favorite prints and patterns, as well as exclusive Nashville merchandise. The store has nods to Conover's flagship store located in Charleston while bringing in special design touches to celebrate Music City.

Sewing Down South has partnered with leading retailers like: Thomasville Furniture, HSN and E. & J. Gallo; and continues to develop collections and brands with: FabFitFun, Kroger Brands, HomeGoods, Missouri Star and Belk.

### For more information, contact:

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## Koelnmesse - trade fairs for the handicraft industry



As an organizer of innovative and important trade fairs worldwide Koelnmesse is the global market leader in the handicraft & hobby sector. h+h cologne is the leading trade fair for textile handicrafts and the industry's largest international inspiration and order platform. Koelnmesse also supports companies in reaching international markets, which is why it has expanded its fiber arts portfolio in the USA: h+h americas, a platform for the North American knitting, sewing, textile and craft industries, uses pioneering formats and online solutions to put the industry's products and services center stage. The hybrid trade show in Rosemont, Illinois, offers both digital and on-site experiences to maximize reach and impact. The Fiber+Fabric Craft Festival in Rosemont, Illinois, is a new consumer trade show that brings together crafters, creatives, and innovators for education and to showcase the latest trends, products, and techniques in knitting, crochet, needlepoint, cross stitch, felting, sewing, quilting, and cosplay.

### Future Show Dates:

h+h americas - May 7 - 9, 2025 - Rosemont, USA - [www.hh-americas.com](http://www.hh-americas.com)  
(Wednesday - Friday)

h+h cologne - March 20 - 22, 2026 - Cologne, Germany - [www.hh-cologne.com](http://www.hh-cologne.com)  
(Friday - Sunday)

Fiber+Fabric Craft Festival - May 1 - 3, 2026 - Rosemont, USA - [www.fiberfabriccraft.com](http://www.fiberfabriccraft.com)  
(Friday - Sunday)

h+h americas - May 6 - 8, 2026 - Rosemont, USA - [www.hh-americas.com](http://www.hh-americas.com)  
(Wednesday - Friday)

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