BurdaCreative is now Burda Create!

New year, new name: The internationally operating business unit BurdaCreative, which focuses on crafting, now bears the name Burda Create!. This means that Europe’s leading handicrafts platform will operate under a single umbrella brand, one that pursues a clear mission of continuous growth and further expansions within the sewing, knitting and crocheting segments.

Call for creativity!

“The familiar letters of the Burda logo find a whimsical yet recognizable echo in a new design that people will instantly associate with handicrafts. We are hoping this call to ‘Create!’ encourages our customers to unleash their artistic potential and pursue their own projects. Not only do our products offer inspiration – they also provide detailed instructions.”

Henning Röper, CEO of Burda Create!
International Portfolio

Under the new name, the internationally operating business unit Burda Create! bundles companies that focus on the world of crafting. The portfolio consists of the publishing house Aenne Burda, the publishing house Editions DIPA from Strasbourg, the knitting publications of BurdaNordic from Denmark, the pattern distribution company Toppatterns from Sweden and Burda Style Inc. from Hubert Burda Media.

The world of crafting

The best-known brand of Burda Create! is the sewing and fashion magazine Burda Style, which is printed monthly in 17 different languages with over 600,000 copies. In addition, there are further subscription titles such as Burda Easy for sewing beginners and the new title Burda Knitting, which has been published in ten different languages since November 2019. The magazine business of Burda Create! is complemented by social media channels and online portals. There and via the subsidiary Toppatterns.com, digital patterns are offered for download making Burda Create! the leading international provider in this segment. Another product under the Burda Style brand is paper patterns, which are sold in 35 countries worldwide.

Burda Create! is one of five pillars of the BurdaInternational division of Hubert Burda Media. Other related media businesses are Immediate Media, Publishing Europe, BurdaLuxury and BurdaEducation.

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