

## Press release

20th April 2023

### **Camira launches breakthrough recycled wool fabric at Clerkenwell Design Week 2023**

Global textile manufacturer and designer of contract fabrics, Camira will introduce its groundbreaking new recycled wool fabric, Revolution at Clerkenwell Design Week this year.

Developed at Camira's manufacturing sites in Huddersfield, Yorkshire, using a state-of-the-art wool textile reprocessing machine, which was installed in 2022 to reprocess high value wool and textile waste, Revolution is a closed loop textile created using waste wool yarn.

Marking a new era in wool textile circularity, Revolution is created during a process which sees its waste wool yarn stripped back into fibre form and then blended with virgin wool, before being carded, spun, and woven into fabric. With an irregular twill weave, the unique fabric has an appealing surface detail and soft touch finish and performs to the highest commercial standards.

Commenting on the launch of Revolution, head of creative, Lynn Kingdon said: "Revolution is a powerful illustration of how lessons from the past can be used to innovate in the present, for the good of the future. Each shade in the Revolution colour palette has been lovingly developed with the original colouration of the recycled woollen fibres as its base. This innovative method of colour curation eliminates the concept of dyeing, reducing the use of harmful chemicals. Revolution extends the lifespan of wool and enables this precious natural resource to be used all over again as fabric on furniture.

Lynn continued: "We're incredibly excited to showcase Revolution at Clerkenwell Design Week; the event provides us with the perfect opportunity to talk about the inspiration behind the new fabric, celebrate the beauty of both recycled yarn and colour and continue the conversation around textile circularity."

To celebrate Clerkenwell Design Week, Camira has collaborated with award-winning textile artist, Sandra Junele, to create several pieces of abstract artwork from Camira's own waste wool yarn which will be on display during the event. Sandra is known for her minimalist design, tactile quality and focus on interior

applications which are created using shredded recycled yarn waste mixed with handmade plant-based glue.

Camira will also welcome Dr John Parkinson, founder of Yorkshire-based recycling specialist iinouiiio, to its London showroom during Clerkenwell Design Week on 23<sup>rd</sup> May at 3.00pm. Dr Parkinson, whose textile manufacturing experience spans three decades, will discuss the heritage and innovation behind wool textile recycling. In 2022, Camira acquired iinouiiio to accelerate closed loop recycling using its own textile waste.

Find out more on the Camira [website](#) or visit the London showroom during Clerkenwell Design Week at 8 and 10 Brewhouse Yard, London, EC1V 4DG.

## ENDS

### Notes to editors:

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### About Camira:

Camira designs and manufactures textiles for every space and sector; from commercial and residential, to public transport, including bus, coach and rail.

Camira is a privately-owned UK textile group founded in 1974 under the name Camborne Fabrics, but its heritage goes back to 1783 through various acquisitions. Until a management buy-out in 2006, the company was a subsidiary of Interface, an international manufacturer of textile modular floor coverings, for almost ten years. Today, Camira has an annual turnover of around £100 million and employs more than 750 people. Its products are sold in approximately 80 countries and the business produces roughly eight million metres per year.

Headquartered in the UK, the company has manufacturing facilities in the UK and Lithuania, offices and showrooms in Europe, North America, Australia and China and a global network of agents and distributors.

The company has always been a pioneer of innovation when it comes to a sustainable understanding of textiles and has been producing recycled fabrics for more than 20 years, as well as innovating a new category of fabrics made from natural wool and bast fibres, such as nettle, hemp and flax.

[camirafabrics.com](http://camirafabrics.com)