

Press release

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36 new colourways for iconic wool felt fabric to mark Camira's 50th year

Global textile manufacturer and designer of contract fabrics, Camira has recoloured its bestselling, wool felt fabric, Blazer in celebration of its 50th year in business.

Made from 100% premium New Zealand lambswool, Blazer, which is now available in 77 shades across the full colour spectrum, is designed for use in commercial, residential and hospitality settings. Spun, woven, dyed, and milled at Camira's manufacturing facilities across West Yorkshire in the UK, Blazer is sustainable by design and EU Ecolabel certified.

Commenting on the launch of Blazer, Head of Creative, Lynn Kingdon said: "Blazer's new colour palette is the most extensive across all our fabric ranges, with an injection of 36 entirely new shades to mark our 50th anniversary year. Its rejuvenated colour palette blends invigorating solids with softly textured mélanges and adds a fresh glow to this iconic collection, which comprises lush, nature-inspired greens, bold sunset hues, warm terracotta and earthy tones, and soothing, delicate pastels.

Blazer's familiar wool felt surface undergoes a fundamental process, known as milling, where pressure and repeated friction is applied to the fabric, entangling the wool fibres to conceal the weave and create a non-directional textile where the colour takes centre stage.

Lynn added: "Wool felt, with its smooth surface texture and closely cut and pressed finish, is an outright textile classic rooted in British heritage and culture. It's been used for hundreds of years for ceremonial uniforms, including the Royal Guards and Household Cavalry. Other uses include

billiard and snooker tablecloths, collar felts, and school blazers which gives this textile its name and colourway names inspired by top public schools and universities.”

Founded under the name Camborne Fabrics in 1974 in Huddersfield, the northern textile heartland of the UK, Camira now operates worldwide, producing more than eight million metres of fabric per year, with an annual turnover of more than £85 million.

Blazer is available to buy online at £ 58.38 p/lm. To find out more, visit the Camira [website](#).

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Notes to editors:

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About Camira:

Camira designs and manufacturers 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 £85 million and employs more than 650 people. Its products are sold in more than 80 countries and the business produces more than nine million metres of fabric 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