

## Press release

26<sup>th</sup> April 2024

# Camira welcomes founder of world-leading colour futures studio to Clerkenwell Design Week 2024

To celebrate its 50<sup>th</sup> year in business, textile designer and manufacturer, Camira has collaborated with the founder of Luminary, a Creative Agency for Colour, to address the key colour stories that are transforming the future of colour and material innovation in the design sector.

At Camira's showroom in London, on the 21<sup>st</sup> May and 22<sup>nd</sup> May 2024, during Clerkenwell Design Week, creative director and founder of Luminary Colour, Anna Starmer, will reveal how Luminary turns global research into the concepts and stories that inspire brands to rethink their approach to colour.

Camira's head of creative, Lynn Kingdon said: "We're incredibly excited to collaborate with Anna Starmer during our 50<sup>th</sup> year; colour plays a huge part in the design process of our products, and Anna's expertise has been inspirational in the colouration of several new fabric ranges this year."

Luminary Colour is a future research studio and has created design insight and colour inspiration for global brands for more than 20 years. During the presentations, Anna will also provide a preview of the six future stories inside her latest colour publication 'LOVE' with Luminary Colour books and colour swatches available for guests to be inspired by.

Anna Starmer commented: "The key to beautiful design starts with a deep love for colour and materials; Camira is an expert in textile design and colour and I'm really looking forward to celebrating their 50<sup>th</sup> anniversary at Clerkenwell Design Week. During the discussion we'll unveil four key colour directions created for Camira, inspired by colour storytelling and brought to life through beautiful photography."

The news follows the launch of several new fabric launches for Camira; iconic wool felt Blazer has recently seen an injection of 36 new colourways and new worsted wool fabric Penta, explores polychromatic colour through combining five different warp and weft yarn colours.

Launching during Clerkenwell Design Week, Patternmaker showcases digitally printed colour on a carefully curated woven felt base to bring new dimensions to both colour and pattern.

Headquartered in Mirfield and established in 1974 in Huddersfield, Camira manufactures more than eight million metres of fabric per year and products are sold in 75 countries, with six sites in the UK and one in Lithuania, as well as offices in Europe, North America, Australia, and China.

To register for The Future of Colour and Materials talk by Luminary Colour visit the Eventbrite links for [21<sup>st</sup> May](#) and [22<sup>nd</sup> May](#) 2024.

**ENDS**

**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 £90 million and employs more than

650 people. Its products are sold in approximately 75 countries and the business produces 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)

### **About Luminary:**

Luminary Colour is the bi-annual publication and colour library, founded and created by Anna Starmer. Our books and colour swatches are hand made in the UK to an exacting technical standard. Each publication is the result of meticulous studio research; we transform colour intelligence and global design insight into original visual storytelling that guides the global clothing, interior, automotive and beauty industries toward a hopeful tomorrow.

Founder and Creative Director, Anna Starmer has been guiding global colour direction for over 25 years. Her work and publications reveal the future thinking that will shape the future of colour and materials. Anna is a researcher, photographer, author and colour specialist collaborating with a wide network of dyers, creatives and colour experts.

Luminary Issue 30 is all about LOVE, celebrating 15 years of publishing Luminary. Each theme is rooted in a deep love of colour (naturally), as well as a desire to place love at the forefront of how we design and how we envision future trend.

[www.luminarycolour.com](http://www.luminarycolour.com)

For more information visit: [The Colourful — Luminary Colour](#)