

Pattern meets the natural beauty of wool in Camira's new Patternmaker collection

May 2024

Camira is thrilled to announce the launch of its brand-new **Patternmaker collection**, in collaboration with renowned Textile Artist, Kate Lawrie. Working with two complementary colour palettes of cool-toned blues and warm honey-browns, this new collection is a celebration of both innovative printed design and classic woven fabrics.

Available for hospitality, residential and commercial projects, Patternmaker is created using a ground-breaking new printing process, which Camira has perfected for wool base fabrics through significant research and development.

Through this pioneering partnership with Kate, Camira emulates a unique, hand-painted, artisan look with this collection. Channelling 25 years of experience working with broad interior applications, including wallpaper and soft furnishings, Kate focused sharply on the natural beauty of the fabric. Staying sensitive to the original art form of woollen cloth, the timeless printed designs allow for the classic weave of Camira cloth to shine through.



The Patternmaker Collection from Camira

Hula Print, The Patternmaker Collection from Camira

Influenced by residential design and the growing appetite for print, the new Patternmaker collection features four innovative designs; Crosshatch, Dot Dash, Hula and

Speckle. Starting with three original design boards, Kate drew inspiration from the texture of woven structures and yarns, geological structures and marbling techniques as well as geometric art and architecture.

“I think print gives you more freedom with your designs. We can print things to a much larger scale as well as experimenting with more colours and a graphic quality that you just can’t achieve in a woven format.”

- **Kate Lawrie, Textile Artist**

With an intricate story behind each design, every pattern from this collection works as a stand-alone piece to bring chic and sophisticated style to any space. However, all four patterns are also able to work together in unison as the designs bounce off each other for a seamless blend of the contemporary and the classic. With multiple applications, including upholstery, soft furnishings and curtains, Patternmaker is available to buy online for £60 p/lm on the [Camira website](#).

“We wanted something that was beautifully natural and-sustainable for the Patternmaker collection, in line with the sustainable ethos of our other ranges. For the first launch, we’re going with our natural palette. Our “Yoredale” boucle sits back beautifully against the new patterned designs, as does our wool felt ‘Blazer’.”

- **Lynn Kingdon, Head of Creative Design at Camira**

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