



camira

Upland

Made from 100% Flame Retardant Polypropylene, in 40 colourways



Beautiful Contrasts



camira

www.camirafabrics.com

From Yorkshire's rolling hills

Upland is a beautifully soft upholstery fabric, designed and manufactured by Camira, that embodies intelligent environmental design from yarn to finished textile. Inspired by the undulating Yorkshire landscape surrounding Camira's headquarters, it reflects the textures, tones and natural beauty of its origin - bringing warmth, depth and quiet character to interior spaces.

Elevated essential

Everyday yet elevated, Upland celebrates beautiful contrasts in a simple yet sophisticated fabric. Practical yet refined, durable yet soft, it delivers a natural wool-like appearance in a synthetic construction - combining comfort with considered performance.

Upland sits comfortably between synthetic performance and wool-inspired aesthetics, combining everyday practicality with a richly coloured, naturally refined appearance.

Crafted with purpose

A mono-material fabric, Upland is engineered for recyclability, durability and long-lasting performance. Its innovative water-free colouration process delivers a rich, complex colour palette.

With inherent bleach cleanability and moisture resistance, Upland is designed to perform in high-use environments without compromising on comfort or aesthetics.

Colour, with character

Upland's tweedy, colour-woven construction blends multi-coloured yarns to create depth, texture and visual interest.

The palette spans 40 rich colourways, inspired by Yorkshire's shifting landscape - from grounding greys and evolving neutrals, where greens emerge as the new neutral, to rich aubergines, burnt oranges and deep reds. The collection moves effortlessly through soft blush tones, sunshine yellows, corn hues, gentle greens and a spectrum of blues, from cool tones to deeply saturated teals.

These are not flat colours, but layered combinations of hues that bring movement and richness to every surface.

Durable yet soft

Crafted using specialist air-texturised yarns, Upland achieves a lofty, wool-like handle with a distinctive tactile softness. Its substantial yet inviting construction offers excellent durability, making it equally suited to task seating and soft seating applications.

The result is a versatile upholstery fabric that balances comfort, resilience and visual texture across commercial and hospitality interiors.

At a glance

- **Mono-material fabric designed for recyclability**
- **Water-free colouration process**
- **Palette of 40 rich, complex colourways**
- **Soft, wool-like handle with a tweedy aesthetic**
- **Excellent durability**
- **Bleach cleanable for easy maintenance**
- **Suitable for task seating, soft seating and multi-use interiors**