

Era

**camira**

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Made from 100% polyester in 44 colorways

# Transition to a new Era

Era is a subtle, two tone polyester fabric available in a broadened palette of 44 shades. Era 66 is the complementary panel version available in a wider width and 13 shades.

The discreet, baby herringbone weave offers an understated contemporary texture while its coloring technique provides close up detail and intrigue. Era is inspired by time and place, rooted in the past, grounded in the present with a clear eye on the future. The outcome is a fabric of distinction which defines an era.

**Made by Camira: we design, we warp, we weave, we finish.**

## Highlights:

- Upholstery and panel fabrics
- Made from 100% polyester
- 44 colors, including 13 for panel
- OEKO-TEX® certified

## A rainbow recolor

Following international interest since launch in 2016, Era's palette has been extended with the addition of 24 new, complementary colors to create a range capturing progressions of tonal colors.

The palette has been balanced with the addition of 'in between' shades, consciously working in pairings to bring fresh combinations to meet the brighter end of the palette, with delicate tones and gentle options as alternatives. The versatile palette highlights different layers and depths of color, and the detail beneath each individual shade. Many of the new shades, such as Occurrence and Rest, were a 'happy accident' of mixing and blending, and due to the

unique dyeing process results in fun and quirkier options to work with.

Five of the existing colors alongside eight new have been brought into the harmonious palette for Era 66, allowing the fabrics to work across a range of interior schemes and options.

## The dyeing process

The intricate detail of the dobby weave is enhanced through the unique dyeing process. Using two types of dyestuffs – which dye the disperse and cationic parts of the polyester yarn – means the fabric achieves two different hues of the same color, but in some cases two different colors, allowing greater flexibility with color matching and selection.

## Designed by Penny Lovatt and recolored by Morwenna Fallows

Originally designed by Penny, a technical designer at heart with a huge love for the construction of textiles. Penny pushes the possibilities by experimenting and playing with yarn constructions to achieve different fabric creations.

The recolor and panel development was led by Morwenna, using her color expertise to revise and ignite the palette with the new, complementary shades.

