



# Product Update

## January 2024

**camira**

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

# Product Update Information 2024

As we head towards the end of the year, we want to ensure you are aware of our recent and upcoming product introductions and inform you of impending product and color discontinuations in 2024 - giving you the chance to check your binder and sample library are up to date.

## What was new in 2023?



### Yoredale

New colors were added to our textured British wool bouclé. The range increased from 25 to 33 shades, 12 new shades were introduced and 4 shades were discontinued. Launched in May.



### Revolutionary by Camira

An innovative sustainable wool fabric made from our recycled yarn waste in a twill weave available in 10 colorways. Launched in September.



### RePlay Zero

A sportswear inspired 100% post-consumer recycled polyester fabric free from harmful substances available in 33 colorways. Launched in December.

## What's coming soon?

We have lots of exciting new product launches planned in 2024, here's just a taster...

### Blazer new colors

Our classic wool felt is being recolored, expanding the palette to 77 colorways. We are introducing 36 new shades and 9 will be phased out.

### Patternmaker







4 new digitally printed designs (Crosshatch, Dot Dash, Hula and Speckle) will be introduced on a felted woven wool base cloth.

## Phase outs 2024


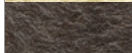
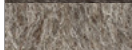
All products will be phased out from January 1 to December 31, 2024.

**Please note:** Once stocks of phase out products are zero, then Minimum Order Quantities (MOQs) will apply per colorway (+ or – 10% over or under). Customers must commit in writing to take all the MOQ once produced. The leadtime will be advised at the time of order.

### Blazer (9 shades)

Color Code	Color	MOQ per colorway		Alternative Range	Alternative Color Code	Alternative Color	
CUZ2R	Stanford	165 yards		Synergy	LDS74	Affinity	
CUZ3D	Barlborough	165 yards		Synergy	LDS75	Contribution	
CUZ1T	Sheffield	165 yards		Synergy	LDS05	Venture	
CUZ3E	Scottsdale	165 yards		Synergy	LDS73	Work	
CUZ1M	Glasgow	165 yards		Synergy	LDS42	Intertwine	
CUZ2S	Barnard	165 yards		Synergy	LDS66	Fellowship	
CUZ3C	Marymount	165 yards		Synergy	LDS65	Huddle	
CUZ2X	Penola	165 yards		Synergy	LDS46	Gather	
CUZ2Y	Tyndale	165 yards		Synergy	LDS52	Comply	

### Dolly (all 3 shades)

Color Code	Color	MOQ per colorway	
EWE01	Shropshire	When stocks fall to zero we will not be replenishing this product.	
EWE02	Jacobs		
EWE03	Herdwick		

The following range is not being phased out, but will have a new stocking policy, meaning a MOQ will apply once stocks are zero.

Product name	MOQ per colorway
Manhattan	330 yards

## Recap of phase outs in 2023

Here is a reminder of the ranges that were placed in phase out for 2023 and discontinued either in July or December. Some residual stocks are still available in these ranges – please enquire with your Area Business Manager or Independent Sales Representative.

**Canopy**



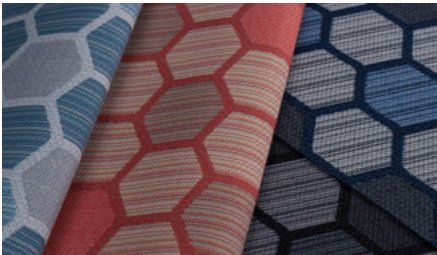
**Ebb**



**Hebden**



**Honeycomb**



**Landscape Balance**



**Landscape Contact**



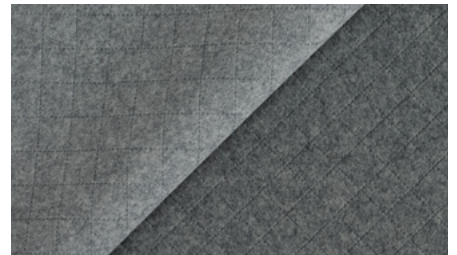
**Main Line Flax (8 shades)**



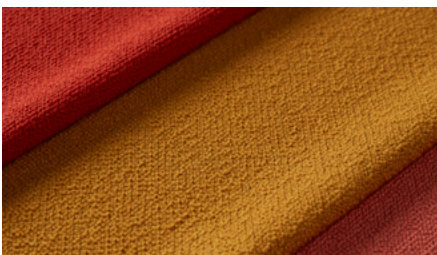
**Patina**



**Sonus Etch**



**Yoredale (4 shades)**



**Zap**

