

camira



Oceanic

Made from 100% post-consumer recycled polyester, including 50% SEAQUAL® YARN, in 27 colourways

Woven from waste



camira

www.camirafabrics.com

Born of the SEAQUAL® Initiative, Oceanic is crafted entirely from 100% post-consumer recycled plastic; from marine debris to bottles destined for landfill. Reimagining waste as a beautifully made textile, it's a small but powerful step toward a cleaner planet.

Each year, 14 million tonnes of plastic enter the oceans. Without urgent action, plastic could outweigh fish by 2050. Oceanic helps combat this crisis: each metre is woven from SEAQUAL® Yarn, using the equivalent of 35 plastic bottles.

Giving back with every metre

For every metre of Oceanic sold, Camira donates to the SEAQUAL Foundation, with donations matched by SEAQUAL®, funding clean-up initiatives worldwide.

We support projects in the Kerkennah Islands (Tunisia) and along the Nile River (Egypt), where communities are fairly paid to collect and process plastic, creating jobs and driving lasting social and environmental change.

A wave of new colour

Oceanic is now offered in a refreshed and extended palette of 27 considered shades. Paying homage to the varied hues of the natural shoreline and marine habitat, the collection creates a diverse and inspired palette designed to meet the nuances of modern interior. Lighter neutral shades drawn from rockpool ecosystems offer flexibility for broader applications, while aquatic influenced tones such as ocean blues, sea greens, and coral tones bring a refined atmosphere to residential spaces.

This expanded colour range complements Camira's latest synthetic and wool collections, with Oceanic pairing seamlessly with Quest, Blazer, Yoredale and Replay amongst others to create a unified and sustainable interior solution.

Expertly crafted

The woven twill design is further optimised through specialist dyeing techniques which create the signature dual-tone aesthetic. With a strikingly matt appearance, substantially weighted handle and excellent performance, Oceanic is ideal for upholstery and acoustic use across commercial and hospitality spaces.

At a glance

- Made from 100% post-consumer recycled plastic, including marine waste
- 35 plastic bottles per metre
- Crafted in collaboration with SEAQUAL® Initiative
- Graphic two-tone twill weave
- Extended colour palette - 27 colourways
- Pairs with Quest and other Camira collections
- Supports the SEAQUAL Foundation through a matched donation programme

Source 1: <https://blog.cleanhub.com/how-much-plastic-in-the-ocean#:~:text=The%20International%20Union%20for%20Conservation,entering%20our%20environment%20every%20hour>

Source 2: <https://www.wwi.org.uk/myfootprint/challenges/will-there-be-more-plastic-fish-sea>