Product Update
October 2024

camira
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 colour 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 colours 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 March.

Revolution

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

RePlay

A sportswear inspired inherently flame retardant 100% post-consumer recycled polyester available in 33 colourways. Launched in September.

What's coming soon?

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

Layer
A versatile leather-like non-woven performance fabric made from 100% Silicone available in 18 colourways.

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

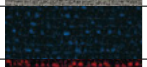
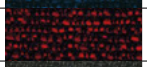
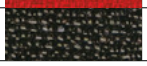
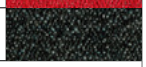
Patternmaker
4 new digitally printed designs (Crosshatch, Dot Dash, Hula and Speckle) will be introduced on a felted woven wool base cloth.

Phase outs 2024

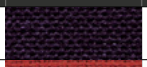
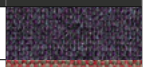
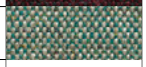
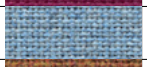
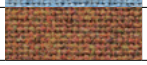
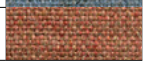
All products will be phased out from 1 January to 31 December 2024.

Please note: Once stocks of phase out products are zero, then Minimum Order Quantities (MOQs) will apply per colourway (+ 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.

24/7+ (10 shades)

Colour Code	Colour	MOQ per colourway		Alternative Range	Alternative Colour Code	Alternative Colour	
WK025	Century	900m		24/7 Flax	FYR20	Linearity	
WK003	Day	900m		24/7 Flax	FYR05	Olympiad	
WK020	Decade	900m		24/7 Flax	FYR17	Shift	
WK001	Hour	900m		24/7 Flax	FYR03	Equinox	
WK008	Minute	1800m		24/7 Flax	FYR15	Annual	
WK021	Nadir	900m		24/7 Flax	FYR12	Stint	
WK023	Pendulum	600m		24/7 Flax	FYR04	Chronology	
WK013	Perpetual	600m		24/7 Flax	FYR02	Vernal	
WK018	Solstice	900m		24/7 Flax	FYR18	Eternity	
WK002	Zenith	1800m		24/7 Flax	FYR06	Indiction	
Note: Night WK012 and Forever WK017 will remain – they will be promoted alongside 24/7 Flax on a new 24/7 swatch card							

Advantage (7 shades)

Colour Code	Colour	MOQ per colourway		Alternative Range	Alternative Colour Code	Alternative Colour	
AD116	Beetroot	1100m		Main Line Flax	MLF48	Chigwell	
AD111	Cinnamon	1100m		Main Line Flax	MLF03	Barbican	
AD093	Damson	2200m		Main Line Flax	MLF40	Northfields	
AD122	Kingfisher	1100m		Main Line Flax	MLF24	Bayswater	
AD127	Raspberry	1100m		n/a	n/a	n/a	
AD017	Sea Blue	1100m		Main Line Flax	MLF21	Waterloo	
AD098	Tawny	1100m		Main Line Flax	MLF43	Alperton	

Blazer (9 shades)

Colour Code	Colour	MOQ per colourway		Alternative Range	Alternative Colour Code	Alternative Colour	
CUZ2R	Stanford	150m		Synergy	LDS74	Affinity	
CUZ3D	Barlborough	150m		Synergy	LDS75	Contribution	
CUZ1T	Sheffield	150m		Synergy	LDS05	Venture	
CUZ3E	Scottsdale	150m		n/a	n/a	n/a	
CUZ1M	Glasgow	150m		Synergy	LDS42	Intertwine	
CUZ2S	Barnard	150m		Synergy	LDS66	Fellowship	
CUZ3C	Marymount	150m		Synergy	LDS65	Huddle	
CUZ2X	Penola	150m		Synergy	LDS46	Gather	
CUZ2Y	Tyndale	150m		n/a	n/a	n/a	

Citadel (1 shade)

Colour Code	Colour	MOQ per colourway	
FL826	Hold	n/a	

Dolly (all 3 shades) - this product is only available in North America and the APAC region

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

Main Line Plus (6 shades)

Colour Code	Colour	MOQ per colourway		Alternative Range	Alternative Colour Code	Alternative Colour	
IF141	Aquamarine	900m		Main Line Flax	MLF37	Stanmore	
IF112	Cressida	900m		Main Line Flax	MLF35	Brompton	
IF116	Crimson	900m		Main Line Flax	MLF14	Parson	
IF250	Prudence	900m		Main Line Flax	MLF48	Chigwell	
IF101	Ruby	900m		Main Line Flax	MLF46	Blackwall	
IF019	Wine	1800m		Main Line Flax	MLF40	Northfield	

Manila (all 18 shades)

Colour Code	Colour	MOQ per colourway	
MNL07	Bask	800m	
MNL03	Bran	800m	
MNL01	Cambric	800m	
MNL09	Cerulean	800m	
MNL16	Char	800m	
MNL17	Grapefruit	800m	
MNL06	Heavens	800m	
MNL12	Leafy	800m	
MNL19	Liquorice	800m	

Colour Code	Colour	MOQ per colourway	
MNL05	Mist	800m	
MNL14	Mulled	800m	
MNL04	Ore	800m	
MNL11	Rosette	800m	
MNL15	Satsuma	800m	
MNL13	Seaway	800m	
MNL02	Semolina	800m	
MNL08	Stalk	800m	
MNL10	Tamarind	800m	

Phoenix (5 shades)

Colour Code	Colour	MOQ per colourway		Alternative Range	Alternative Colour Code	Alternative Colour	
YP108	Apple	200m		Xtreme	YS096	Apple	
YP097	Bluebell	200m		Xtreme	YS097	Bluebell	
YP076	Lobster	200m		Xtreme	YS076	Lobster	
YP107	Sandstorm	200m		Xtreme	YS071	Sandstorm	
YP084	Tarot	200m		Xtreme	YS084	Tarot	

X2 (1 shade) Phase out from 17 June to 31 December 2024.

Colour Code	Colour	MOQ per colourway	
AK010	Metric	300m	

Blazer Lite (7 shades) Phase out from 23 September to 31 March 2025.

Colour Code	Colour	MOQ per colourway	
LTH49	Angel	280m	
LTH50	Hope	280m	
LTH47	Love	280m	
LTH66	Pamper	280m	

Colour Code	Colour	MOQ per colourway	
LTH65	Pastel	280m	
LTH57	Verity	280m	
LTH59	Worship	280m	

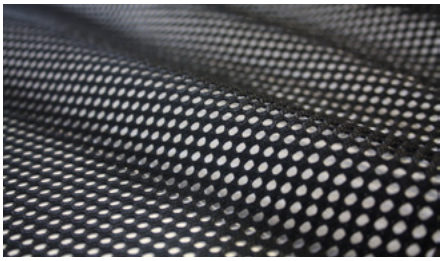
The following ranges are not being phased out, but will have a new stocking policy, meaning an MOQ will apply once stocks are zero.

Product name	MOQ per colourway
Intervene Plain	250 metres
Manhattan	300 metres

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.

Acrobat



Canopy

Hebden

Honeycomb

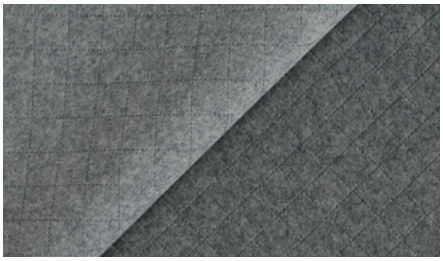
Landscape Balance

Landscape Contact

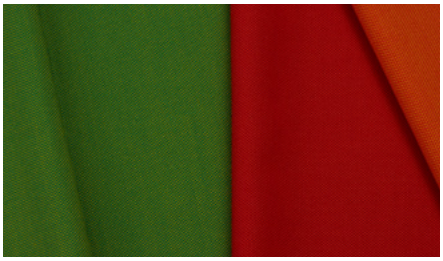
Main Line Flax (8 shades)

Patina

Sonus Etch



Xtreme CS

Yoredale (4 shades)

Zap