

New Perspectives



camira

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Inspiring future interiors.

Welcome to New Perspectives; an exploration by Camira into the influences that will inspire future interiors. Translating these driving forces into trends, tones and textures, this book brings our design insight together with the manufacturing expertise that runs through our rich heritage.

From the colours we choose to the materials we use, the spaces we create are a reflection of the world around us. In these times of uncertainty, we must work to build environments that offer comfort and safety, stimulate and enthuse, and are sustainably sourced.

This belief has inspired the themes within this book; a celebration of textile design, bursting with fabrics that evoke nostalgia, passion, and signal a future bright with opportunity.



Lynn Kingdon
Head of Creative

influences

What drives us?

We are all viewing the world through a new and unexpected filter. The external influences that traditionally guide our choices and decisions have all been touched by Covid-19, and we cannot underestimate its impact. How we think, what we feel, and importantly, how do we respond? In essence, in this changed world, what matters to us? It was this simple question that began the development of the design stories that follow.

We begin with an outline of some new influences. Inspired by the acts of positivity, community and ingenuity sparked by this shared experience, this overview takes us with a little more optimism into the next chapter.



Influences

APPRECIATE



A renewed appreciation of heritage is driven by instability in the present, and uncertainty for the future. The familiarity of the traditional both anchors and reassures us in challenging times.

A need to protect is kindled by the threat of loss. From the natural environment to artisanal skills and industries, here we are driven to sustain and preserve what we have before it is gone.

PRESERVE



INNOVATE



For every problem, there is a solution, and the problems facing the planet today are a call to action for the innovators and dreamers. Through ingenuity and tenacity, the impossible becomes imaginable.

COLLABORATE



The radical changes our environment demands can only be achieved through cooperation. 'We' has become more powerful than 'I', and in this spirit, we envisage communities and nations coming together with a shared goal and vision.

CREATE



Global times of crisis historically spark surges in creativity. As the mother of innovation, creativity is not only vital for our evolution, but as a form of escape it brings a vital lift to our wellbeing.

To the stories

Stories



The influences flow into the creation of our three design stories. While they share a clarity and simplicity, each has a unique personality that expresses the values and outcomes we aspire to as we look to the future.

the **Master**

Honouring our heritage, a sense of place, and the skills honed through the decades in a harmony of form and function.

the **Pioneer**

Exploring the possibilities when we overcome challenges and find solutions through innovation, experimentation and daring.

the **Collaborator**

Celebrating the importance of creative partnerships, and the serendipity of ideas when we bring diverse talents together.



The craftsmanship that flourishes when enduring methods meet tireless practise informs this reassuring story.

Anchored by a profound sense of place and history, The Master is in harmony with the heritage and enduring design intrinsic to Camira. Centuries of craft expertise using materials found in nature bring a welcome familiarity in uncertain times.

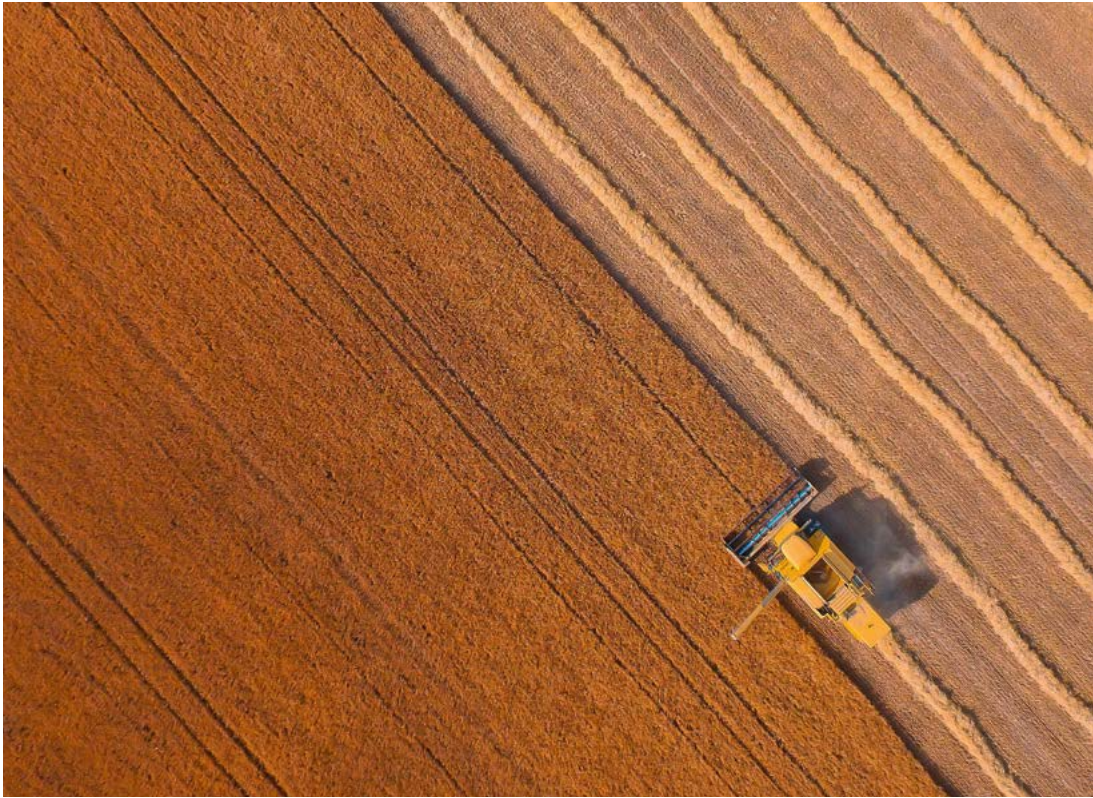


↑ Swaledale Sheep at Hill Top Farm in the Yorkshire Dales

→ The craftsman's hand at Camira mill

the **Master**





- ← Ploughing; an inspiration for shape and colour
- ↓ The enduring beauty of a craftsman's tools

Materials & colours

A palette inspired by the connection between the great rural outdoors, industry and craftsmanship. With mellow agricultural tones and inky darks, heritage and nature run through these timeless textures and patterns.








Blazer CUZ2Q Sumi SUR02 Kyoto KOY06 Blazer CUZ1Y Yoredale UDA01 Clay Buff Blazer CUZ3E

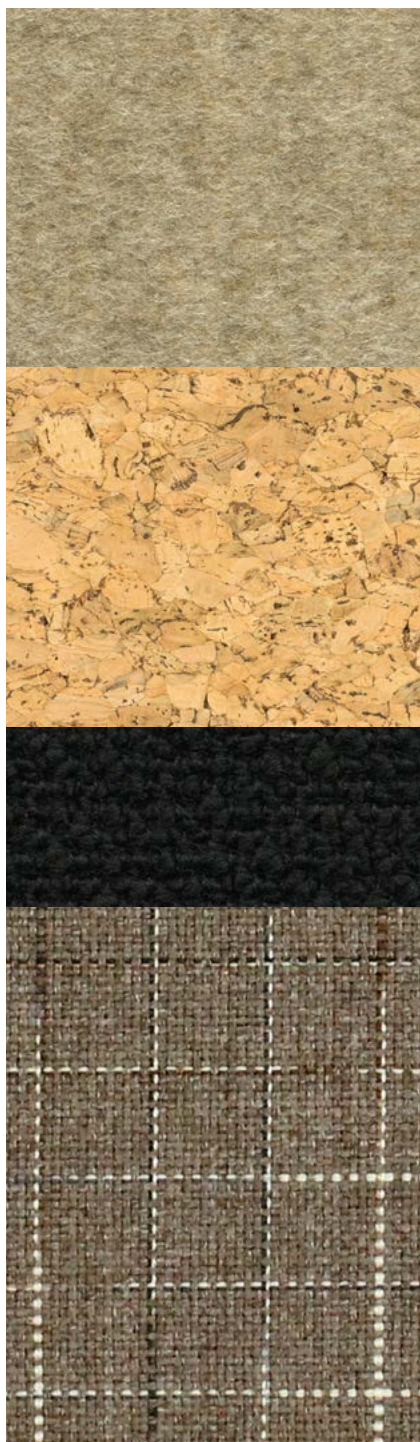
Combinations

Nature is the most enduring source of inspiration, and the ease with which each element complements and harmonises is echoed here. In combinations and varied proportions with natural materials we showcase the timeless quality of The Master fabrics.



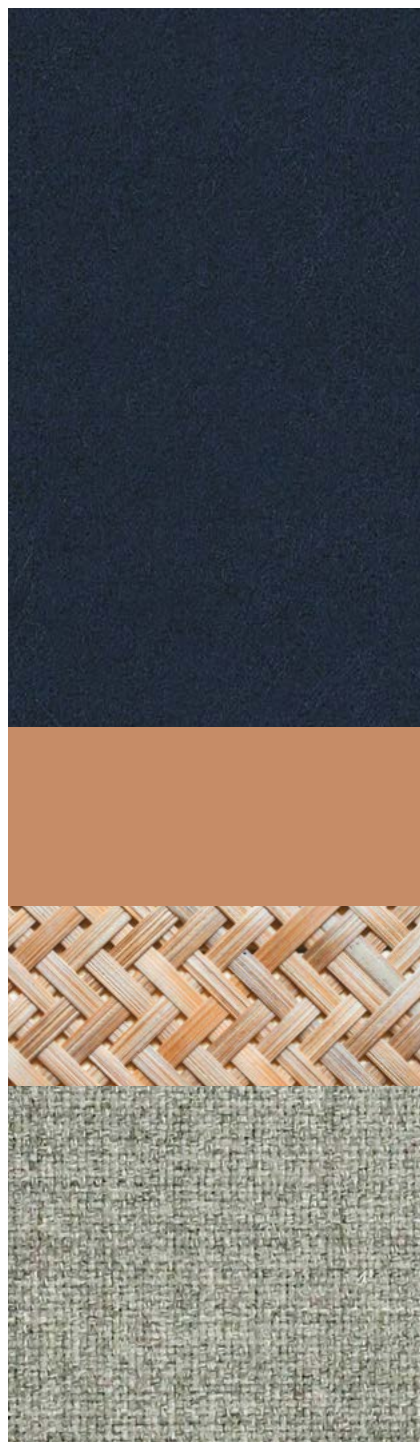
The warmth of copper is a beautiful partner to minimalist **Sumi** and a felted flat muted mauve and navy blue melange **Blazer**.

 **Sumi** SUR02  **Blazer** CUZ3E
 **Blazer** CUZ1Y



The intriguing painterly check of **Kyoto** is balanced by an easy neutral **Blazer**, natural cork and an anchor of black bouclé textured **Yoredale**.

■ **Blazer** CUZ2Q ■ **Yoredale** UDA01
 ■ **Kyoto** KOY06



Deep and softly variegated, navy **Blazer** is a luxurious contrast to natural rattan and warm **Clay**. Light grey **Sumi** delivers a subtle counterpoint.

■ **Blazer** CUZ1Y ■ **Clay**
 ■ **Sumi** SUR02



A gentle combination of **Buff** and pale wood is given depth with a muted mauve and warm neutral **Blazer**, while the **Kyoto** check delivers a layer of complexity.

■ **Buff** ■ **Kyoto** KOY06
 ■ **Blazer** CUZ3E ■ **Blazer** CUZ2Q

Applications

The reassuring qualities of The Master are expressed here in layered neutrality. Balancing warm and cool hues in a mix of surface interest creates a quiet cocooning environment.

- Sumi fabric in multiple colourways
- ↘ Dolly fabric in Jacobs, Shropshire and Herdwick colourways
- ↓ Innovative Dolly combines the warmth of 100% British wool fleece with the flexibility of a rolled fabric



■ Blazer CUZ3E ■ Sumi SUR02





■ Yoredale UDA01 ■ Kyoto KOY06



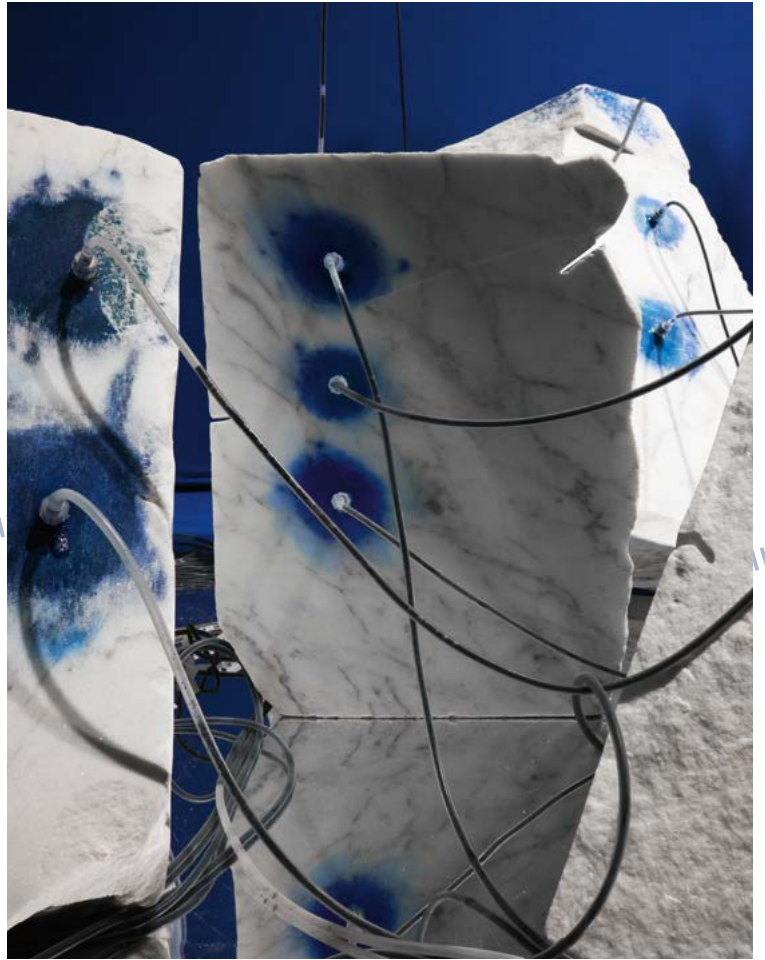
The notion of craftsmanship is integral to The Master, and we explore this here through a tailored aesthetic. Structured lines, bouclé wool, fine worsted and textured silk in a masculine palette deliver a restrained yet striking outcome.

- ↑ Kyoto fabric in Kobi colourway
- ↗ Oak & Cotton Braid Era sideboard by Brook Studio & Jo Elbourne
- Silk fabric in Chancellor colourway





Overcoming challenges, and finding solutions through experimentation and daring define a story for innovators and dreamers.



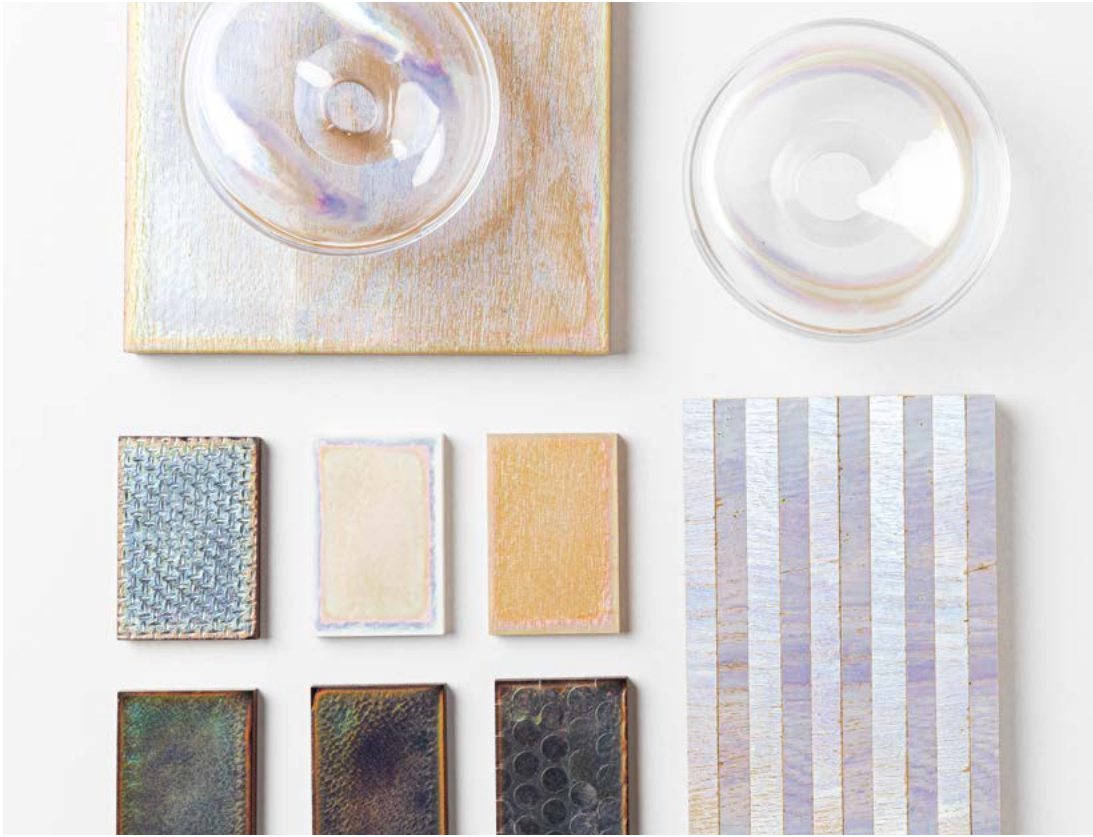
Our historic weaving expertise is perfectly complemented by our pioneering technical knitting capabilities. Zero waste manufacturing, combines with intelligent knit to fit technologies and unrivalled innovation in planet friendly yarns

↑ Innovation and art collide in the Dyeing Marble Collection by BUZAO

← Technical knit designed by Angela Gidden



the
Pioneer

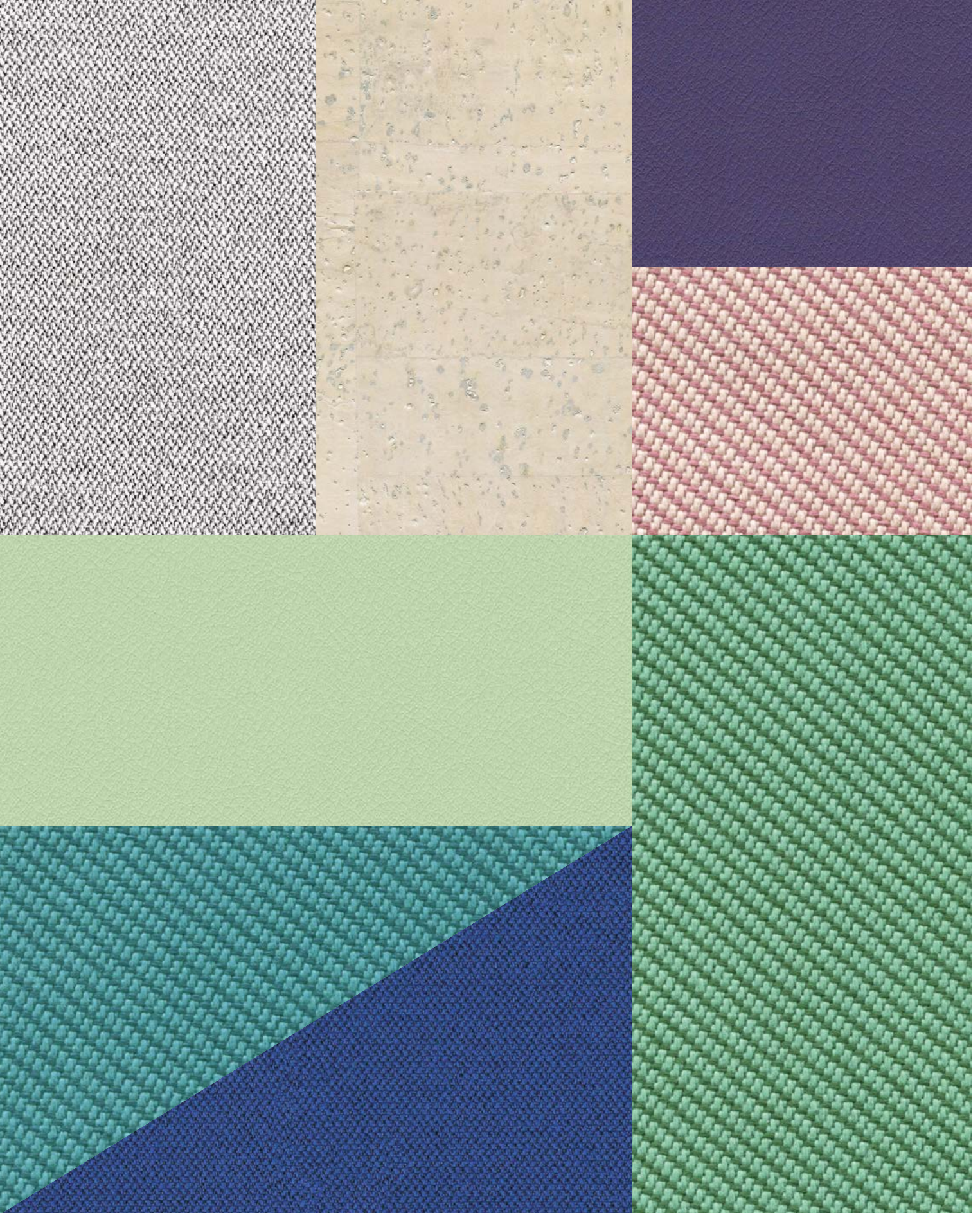


- ← Without the use of chemicals or dyes, the structure of wood is transformed into light reflective iridescence in Shimmering Wood by Structural Colour Studio
- ↓ Post-consumer ocean plastic flakes

Materials & colours

A palette of ethereal pales and optimistic hues showcases our material innovations. Featuring yarn made from recycled ocean plastic and material crafted from responsibly sourced cork, this is about what is possible when you innovate.





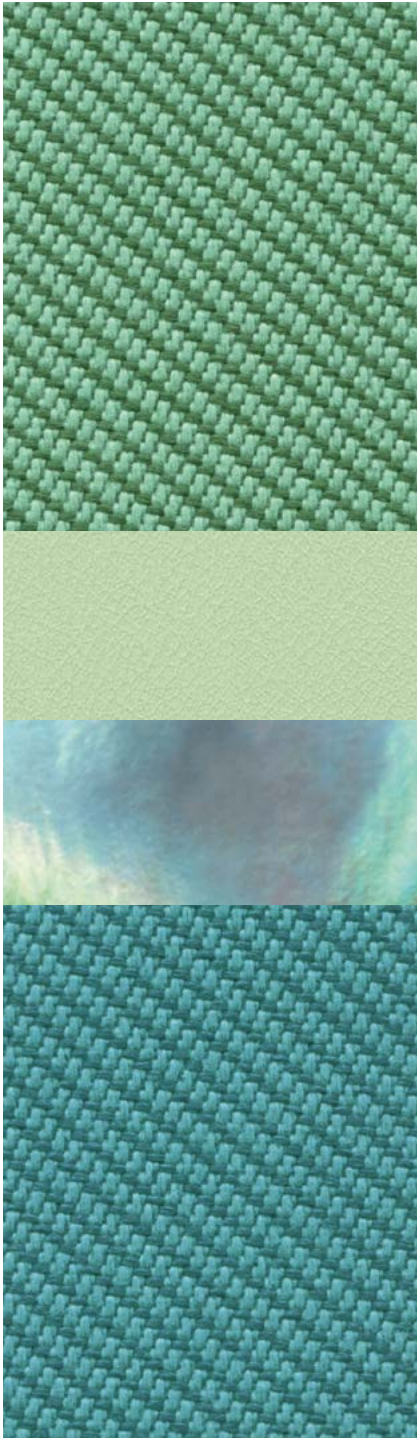
Combinations

The future is our inspiration in The Pioneer series of combinations. In the Camira spirit of always moving forward, these experimental material and colour partnerships are designed to stimulate ideas and spark conversation.






Our intricate knitted fabric combines with pink **Oceanic** and grey **Era** for a gentle mood. Crafted from the bark of the cork tree, **Kork** introduces a refined rustic quality.

 **Kork** WIN01  **Era** CSE46
 **Oceanic** OOC16






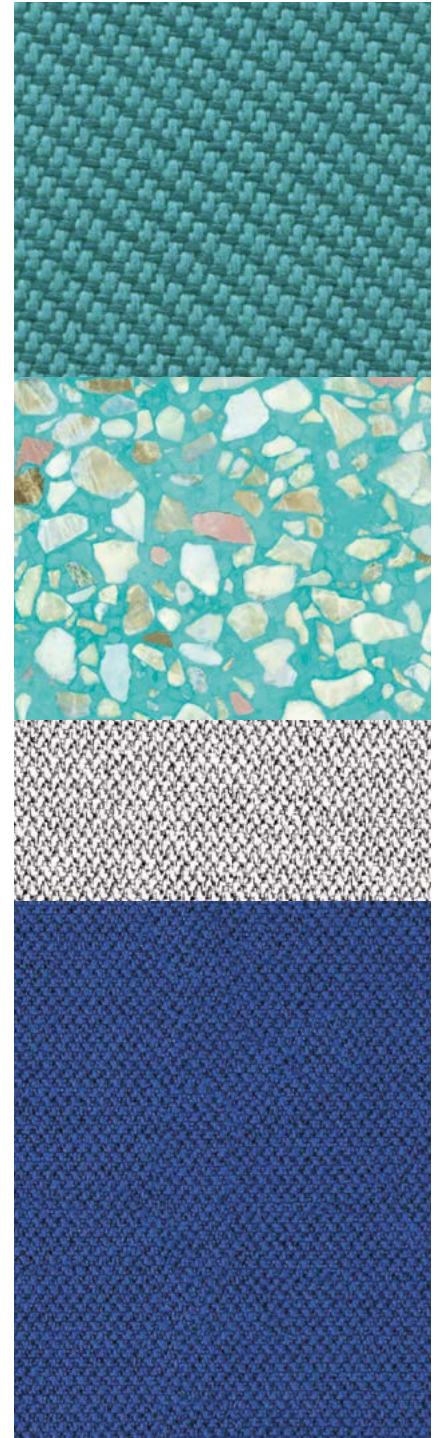
Sea inspired **Oceanic** in aquatic shades is a tribute to the SEAQUAL yarn used to create it. A duo of **Vita** vinyl and watery iridescent tile delivers a contrast of motion and stillness.

 **Oceanic** OOC04  **Vita** ITA48
 **Oceanic** OOC02






A bold and futuristic combination of rich matte purple **Vita**, pink **Oceanic** and shimmering silver metal are balanced by nature with a proportion of creamy **Kork**.

 **Oceanic** OOC16  **Kork** WIN01
 **Vita** ITA55



In a play on pattern, terrazzo is complemented by the diagonal twill of the lofty and luxurious **Oceanic** and the miniature herringbone of **Era** in a vivid tonal blue and light grey.

 **Oceanic** OOC02  **Era** CSE46
 **Era** CSE12

Applications

There's beauty between the lines in The Pioneer. Focus on an effortless curve in the diagonal of Oceanic, the perfection of Main Line Flax in a soft silhouette sofa and perfect linear panels of Kork.

- Oceanic fabric in Neptune colourway
- ↘ Kork in Smokey colourway
- ↓ Zoran Jedrejic for Mosso Furniture featuring Main Line Flax in Barbican colourway



 **Oceanic** OOC16  **Kork** WIN01





■ Oceanic OOC02 ■ Vita ITA55



An emphasis on circular design and zero waste features in fabrics and knits designed for creatives. Manufactured with the planet in mind, this is style with a conscience.

- ↑ Rivet fabric, made from 100% REPREVE® recycled polyester in Chromoly colourway
- ↗ Haze pendant light by Zero
- Era fabric in multiple colourways





Here we celebrate our collaborative partners, past, present and future in a tribute to creativity, cooperation and community.

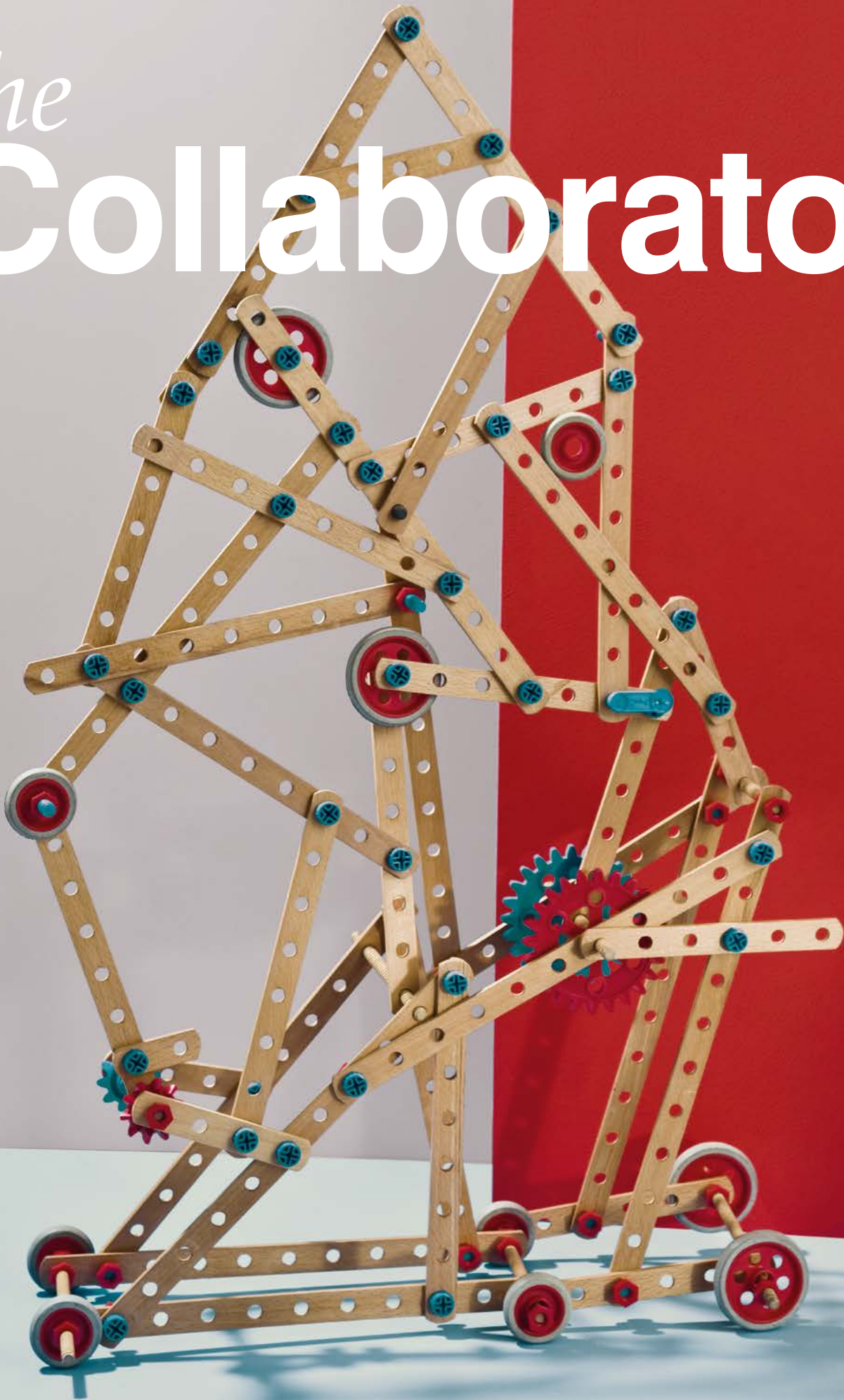
That we are greater than the sum of our parts is a philosophy that runs deep at Camira. The Collaborator is a celebration of our work with multi-disciplinary designers, from transport and contract, to hospitality and home.



↑ Transport for London artwork by Wallace Sewell

→ 'Waterlake' pentagon stools from Ella Doran's 'Sheep to Seat' project in collaboration with Yorkshire Sculpture Park

the
Collaborator





- ← Yarns in serendipitous harmony at Camira mill
- ↓ Ready to weave; Golden yarn with textile designer Eleanor Pritchard

Materials & colours

Harmony is woven into a palette designed to reflect the pleasure found in successful interactions. Complementary hues are offset by harmonious layers and uplifting accents in a range of beautifully nuanced fabrics.





■ Main Line Flax MLF17 ■ Synergy LDS59 ■ Synergy LDS49 ■ Synergy LDS50 ■ Main Line Flax MLF30
■ Blazer CUZ13 ■ Synergy LDS73 ■ Synergy LDS81

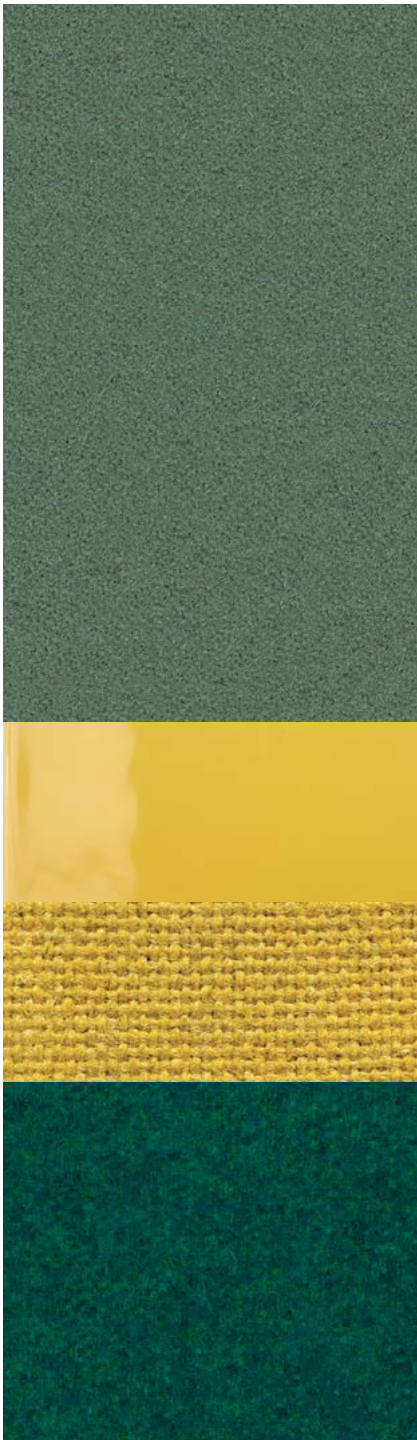
Combinations

In an exploration of combinations and proportions, with the theme of collaboration, each colour makes both a solo statement and plays a supporting role. Together, through colour and texture, surprising interplays and new ideas emerge.



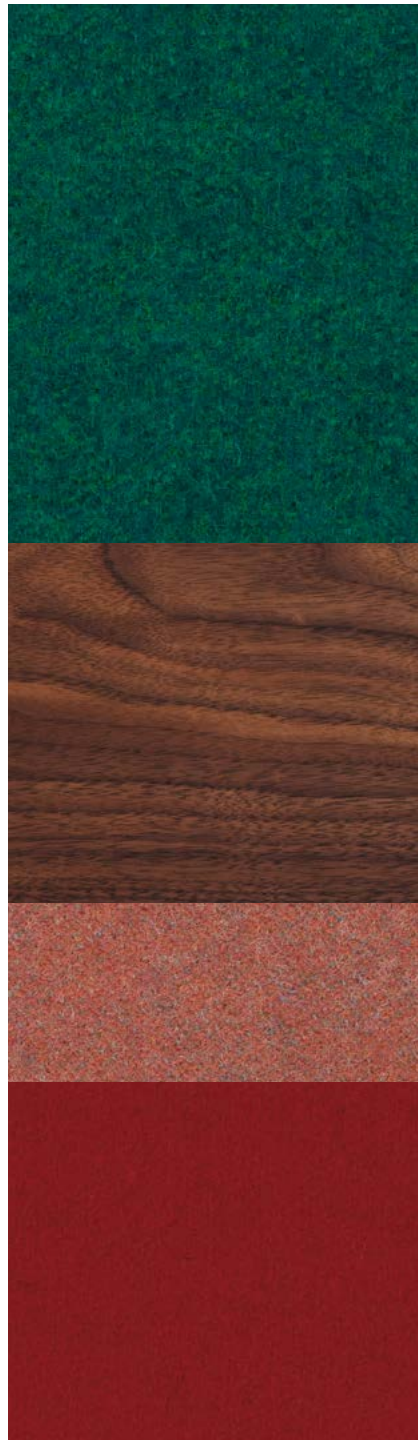
A layered and warming combination of a rosy **Synergy**, deep red **Blazer**, stitched leather and a flash of **Synergy** in a two-tone orange.

■ **Blazer** CUZ13 ■ **Synergy** LDS81
■ **Synergy** LDS73



A balanced duo of of **Synergy** in soft green and a rich variegated teal are accented by glossy yellow ceramic and golden **Main Line Flax**.

■ **Synergy** LDS49 ■ **Main Line Flax** MLF17
 ■ **Synergy** LDS50



Polished walnut is an elegant partner to a colour blended deep emerald **Synergy** and a warm complement of deep red **Blazer** and **Synergy** in a rosy hue.

■ **Synergy** LDS50 ■ **Synergy** LDS73
 ■ **Blazer** CUZ13



Main Line Flax in zesty two tone and solid yellow creates an uplifting textured balance to the hot orange **Synergy** and the brushed finish of golden brass.

■ **Main Line Flax** MLF30
 ■ **Main Line Flax** MLF17 ■ **Synergy** LDS81

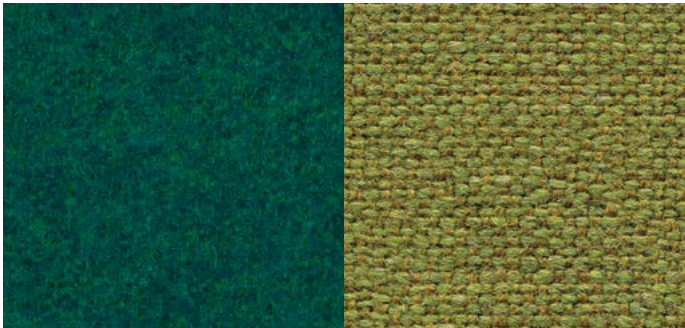
Applications

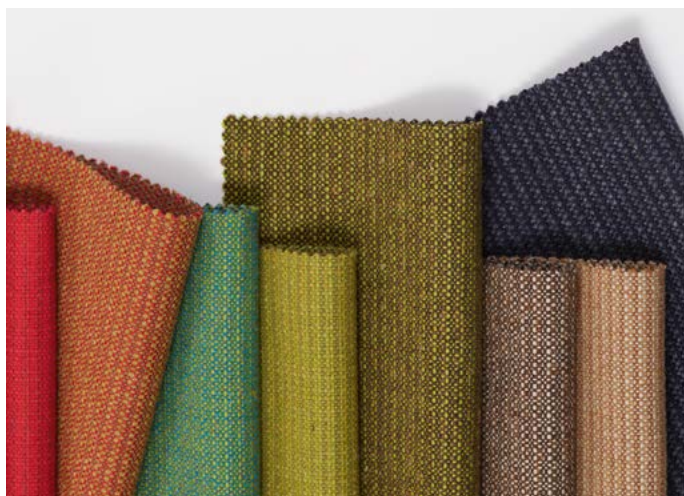
We're passionate about our collaborations with designers as each inspires us to new directions. Our design and manufacturing expertise combined with fresh ideas in pattern continues to drive iconic and memorable designs across industries.

- Diagonal Drill Cushions by Eleanor Pritchard
- ↳ Transport for London moquette group in various colourways by Wallace & Sewell
- ↓ Sourdough Blanket by Eleanor Pritchard



■ Synergy LDS50 ■ Main Line Flax MLF30





■ Synergy LDS81 ■ Synergy LDS49



Collaboration intensifies focus on the interaction of texture and colour. Our wool/flax Armadillo fabric complements mid-century styling while the snug stretch of knit enhances an elegant frame. Both are exercises in perfect harmony.

- ↑ Armadillo fabric in multiple colourways
- ↗ We worked closely with the Risom family and FORM Portfolios, to recreate two iconic Jens Risom fabrics in a classic mid-century style
- Shift Lounge Chair by Moooi in Camira technical knit













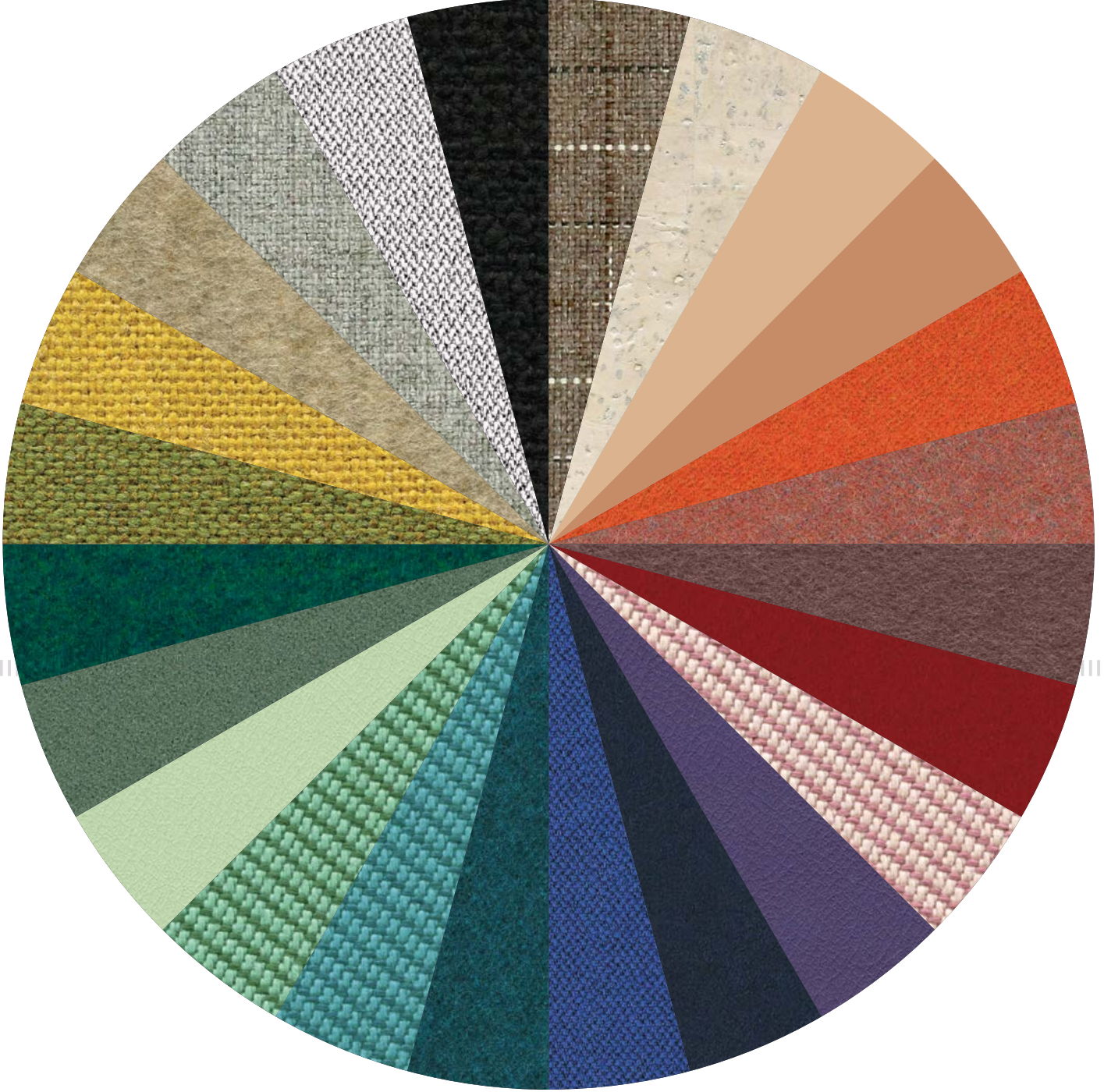
Colour flow

Each colour featured in our design stories plays a role in the complete New Perspectives colour direction. In bringing the individual story palettes together in a colour wheel we can observe the relative importance of colour families and bring focus to the accents and anchors.

The breadth of soft and nuanced warm hues reflects a desire for comfort, and the range of natural greens enhances this mood of reassurance.

Notes of daring shine through in a bold blue and purple with single playful accents of yellow and orange hinting an optimistic vision for the future.

-
- | | |
|--|---|
|  Kyoto KOY06 |  Oceanic OOC02 |
|  Kork WIN01 |  Oceanic OOC04 |
|  Buff |  Vita ITA48 |
|  Clay |  Synergy LDS49 |
|  Synergy LDS81 |  Synergy LDS50 |
|  Synergy LDS73 |  Main Line Flax MLF30 |
|  Blazer CUZ3E |  Main Line Flax MLF17 |
|  Blazer CUZ13 |  Blazer CUZ2Q |
|  Oceanic OOC16 |  Sumi SUR02 |
|  Vita ITA55 |  Era CSE46 |
|  Blazer CUZ1Y |  Yoredale UDA01 |
|  Era CSE12 | |
|  Synergy LDS59 | |



Perfectly Neutral

Balancing tone, temperature and texture, a series of supportive neutrals form a stable core for the colour collection.

Reassuring Warmth

Designed for cocooning layers or soothing combinations, from light to dark, gentle warming hues have emerged as enduring neutrals.

Growing Greens

Increased awareness of the role of biophilia as an element of wellbeing supports a rounded collection of both fresh and soothing natural greens.

Graphic Contrast

Inspired by modern art prints, cool contrasting monochromes meet the warm primaries in a bold and assured scheme.

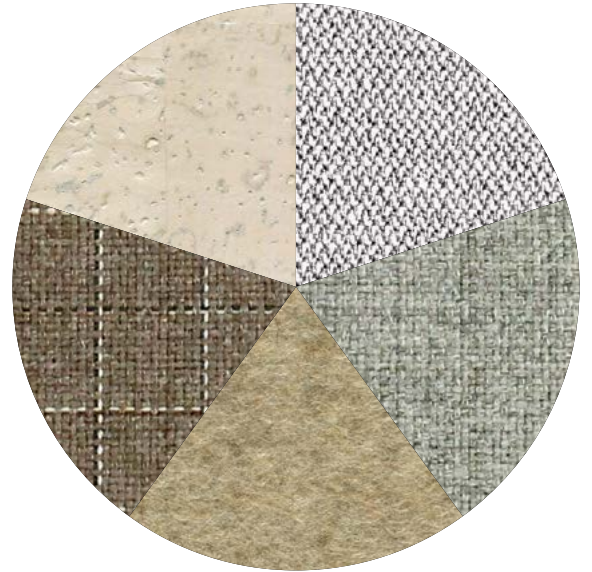
Immersive Blues

From aquatic ocean shades through inky darks and deep purple, these diverse blue-based hues come together to express a mood of immersive indulgence.

Saturated Tones

Rich and saturated, the most intense hues of the collection are designed to ground or accent individual palettes, but together they create a powerful statement.

Perfectly Neutral



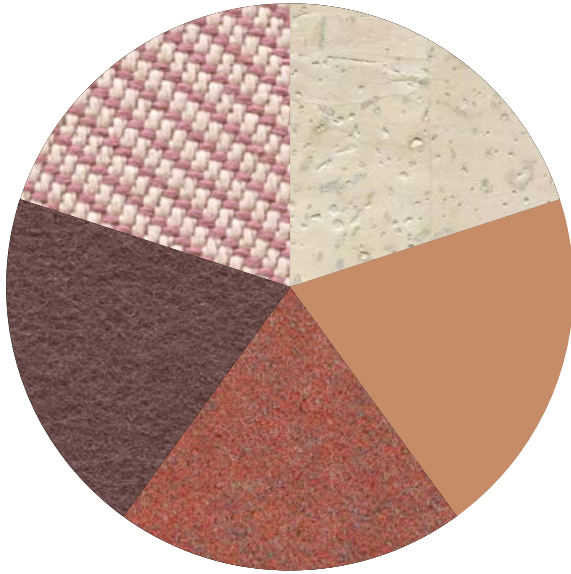
Era CSE46 Sumi SUR02 Blazer CUZ2Q
Kyoto KOY06 Kork WIN01

Graphic Contrast



Sumi SUR02 Main Line Flax MLF17 Blazer CUZ13
Era CSE46 Yoredale UDA01

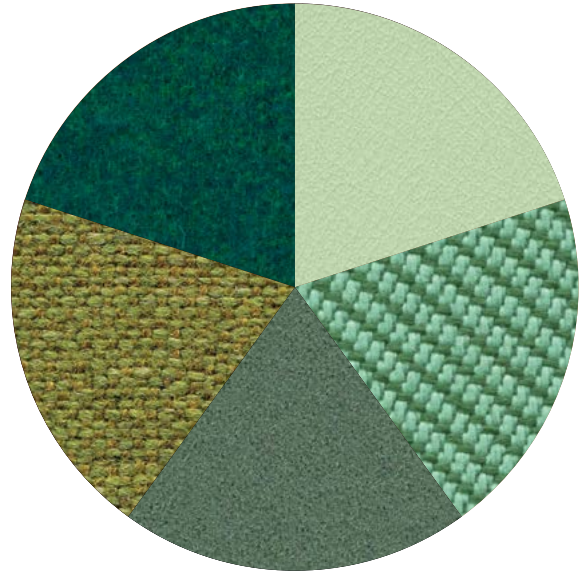
Reassuring Warmth



- Kork WIN01
- Clay
- Synergy LDS73
- Blazer CUZ3E
- Oceanic OOC16



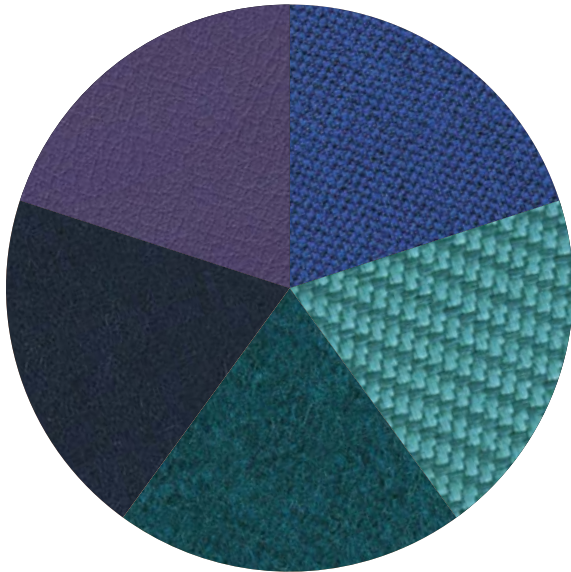
Growing Greens



- Vita ITA48
- Oceanic OOC04
- Synergy LDS49
- Main Line Flax MLF30
- Synergy LDS50



Immersive Blues



- Era CSE12
- Oceanic OOC02
- Synergy LDS59
- Blazer CUZ1Y
- Vita ITA55

Saturated Tones



- Main Line Flax MLF17
- Synergy LDS81
- Blazer CUZ13
- Blazer CUZ1Y
- Synergy LDS59

Credits

This book was developed by
Camira in collaboration with trend
forecasting agency Colour Hive.



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Cover

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The Master

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Material by Buxkin

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P15 Era Sideboard by Brook Studio & Jo Elbourne /

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The Pioneer

P16 Dyeing Marble Collection by BUZAO

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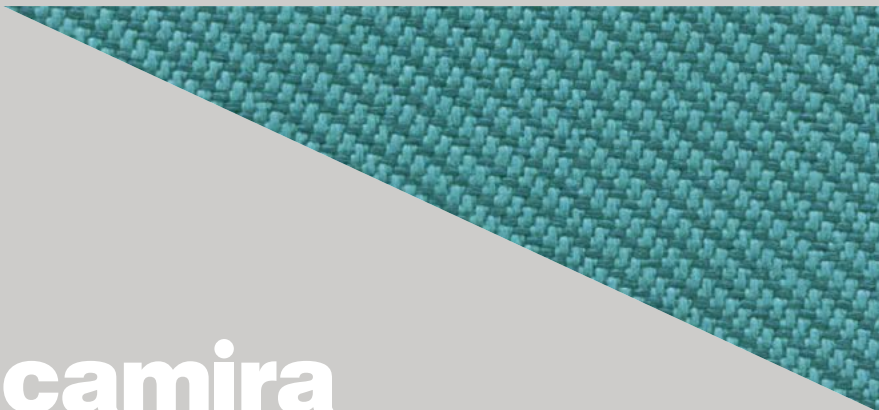
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P30 Eleanor Pritchard / Photo by Everyday Needs

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