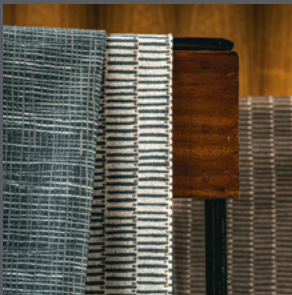


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# Patternmaker

Made from 100% Pure New Wool, in 4 designs

# Pattern and personality



Using state-of-the-art digital print technology and created in collaboration with renowned textile designer, Kate Lawrie, Pattermaker's four contemporary designs, Crosshatch, Dot Dash, Hula and Speckle, are brought to life on our pure new wool felted fabric base.

## A key collaboration

With more than 25 years of experience in textile design, Kate Lawrie drew inspiration for Pattermaker from nature, art and architecture. Combining contemporary printed design with classic woven fabrics, the collection comprises two complementary color palettes of cool-toned blues and warm honey-browns. The new collection is a celebration of both innovative printed design and classic woven fabrics and naturally complements Camira's other ranges, sitting beautifully beside boucle wool textile, 'Yoredale' and felted wool fabric, 'Blazer'.

## Soft and earthy tones

Emulating a unique, hand-painted, artisan aesthetic, Pattermaker's four designs work as stand-alone pieces or in unison, to bring chic and sophisticated style to a space.

The gentle, soft and earthy tones used in this collection are reminiscent of the natural world and inject subtle style and personality into hospitality, commercial and residential settings. Carefully curated for multiple applications, this collection is suitable for upholstery, soft furnishings and curtains and drapery.

## Printing pattern

The digital printing process used to create Pattermaker has been perfected for wool and wool blend fabrics, offering unrestricted color and pattern capabilities. Engineered and optimised to penetrate woven natural fibers, Pattermaker is the result of significant research and development and is created at our manufacturing facility in Yorkshire, in the UK.

## Sustainability and style

Made from premium New Zealand lambswool, Pattermaker's felted wool fabric base is natural and renewable, and certified to the EU Ecolabel and Indoor Advantage Gold.

The digital print process itself is an environmentally intelligent option for adding color to a fabric which typically involves lower water and energy consumption compared to traditional dyeing. Due to smaller batch production, there is also the added benefit of reduced waste thanks to no over-production.



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## At a glance

- Digital print technology perfected for wool
- Four contemporary designs in two color palettes
- Inspired by nature, art and architecture
- Hand-painted, artisan aesthetic
- Pure new wool felted fabric
- EU Ecolabel and Indoor Advantage Gold certified