

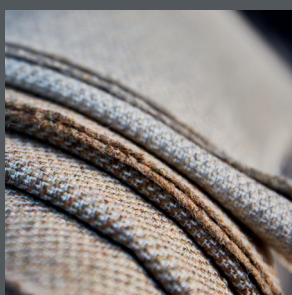
camira

Revolutionary

by **camira**

Made from 65% Virgin Wool, 26% Recycled Wool, 5% Recycled Nylon, 4% Nylon, in 10 colorways

A revolutionary new textile



camira

www.camirafabrics.com

A change-making, industry-shaking fabric, Revolutionary by Camira is a breakthrough in textile circularity. The first fabric to be produced using our advanced textile recycling capability, **iinouiiio**, we use waste wool yarn from our own manufacturing processes to create a fabric that is truly closing the loop, and opening the door to a new, exciting era of sustainability.

Rooted in heritage

Developed at our manufacturing sites in Huddersfield, Yorkshire, the creation of this circular fabric is inspired by a local, traditional technique of wool recycling known as 'shoddy' manufacturing. First established in Yorkshire in the 1800s, the 'shoddy' process saw used wool garments recycled to create new yarn and fabric, and was incredibly popular until the advent of synthetic materials, such as polyester, caused it to become obsolete at the end of the twentieth century.

Reimagined for today

Built on the same principle as 'shoddy' cloth, Revolutionary by Camira is created using our waste worsted wool yarns. These yarns are sorted into color groups before being mechanically pulled apart, shredded, and stripped back into fiber form. The recycled wool fibers are then blended with virgin wool before being carded, spun, and woven into fabric.

A story continued

A textile with a story to tell, the appeal of Revolutionary by Camira lays in the life it lived before. Like memories in the mind's eye, the waste wool yarn creates flecks of color which float on the fabric's surface. An irregular twill weave highlights this delicate visual detail, lending the product an intimate, homespun aesthetic.

Color, recreated

In a mindful use of waste, each shade in the color palette has been lovingly developed with the original coloration of the recycled woollen fibers as its base. This innovative method of color curation virtually eliminates the concept of dyeing, reducing the use of chemical dye stuffs, and celebrating the beauty of both recycled yarn and color.

Made to be used, all over again

By recycling waste and removing limitations, We are extending the lifespan of wool, enabling this precious natural resource to be used all over again – as fabric, on furniture.

iinouiiio

A textile recycling capability which specialises in wool and cashmere, **iinouiiio** became part of Camira Group in 2022 and is located in Camira Yarns in Huddersfield, England. Signalling our commitment to accelerating our work in textile circularity, this venture will see the continued launch of innovative new fabrics woven from recycled wool yarn, fabrics, and clothing.

At a glance

- **A recycled wool fabric, made using our own waste wool yarn**
- **Fabric's color is derived from recycled woollen fibers**
- **Irregular twill weave creates a delicate visual detail**
- **Available in 10 colorways**
- **Meets key flammability and performance standards.**