

Synergy.

2+2 = 75. Where the total is more than the sum of the parts. Say hello to Synergy, a beautiful fabric which blends colors with conscience and performance with style.

camira



**Welcome to the world of Synergy.
Warp combines with weft. Fibers
and threads woven intimately
together. 75 intelligent shades.
With a lasting legacy.**

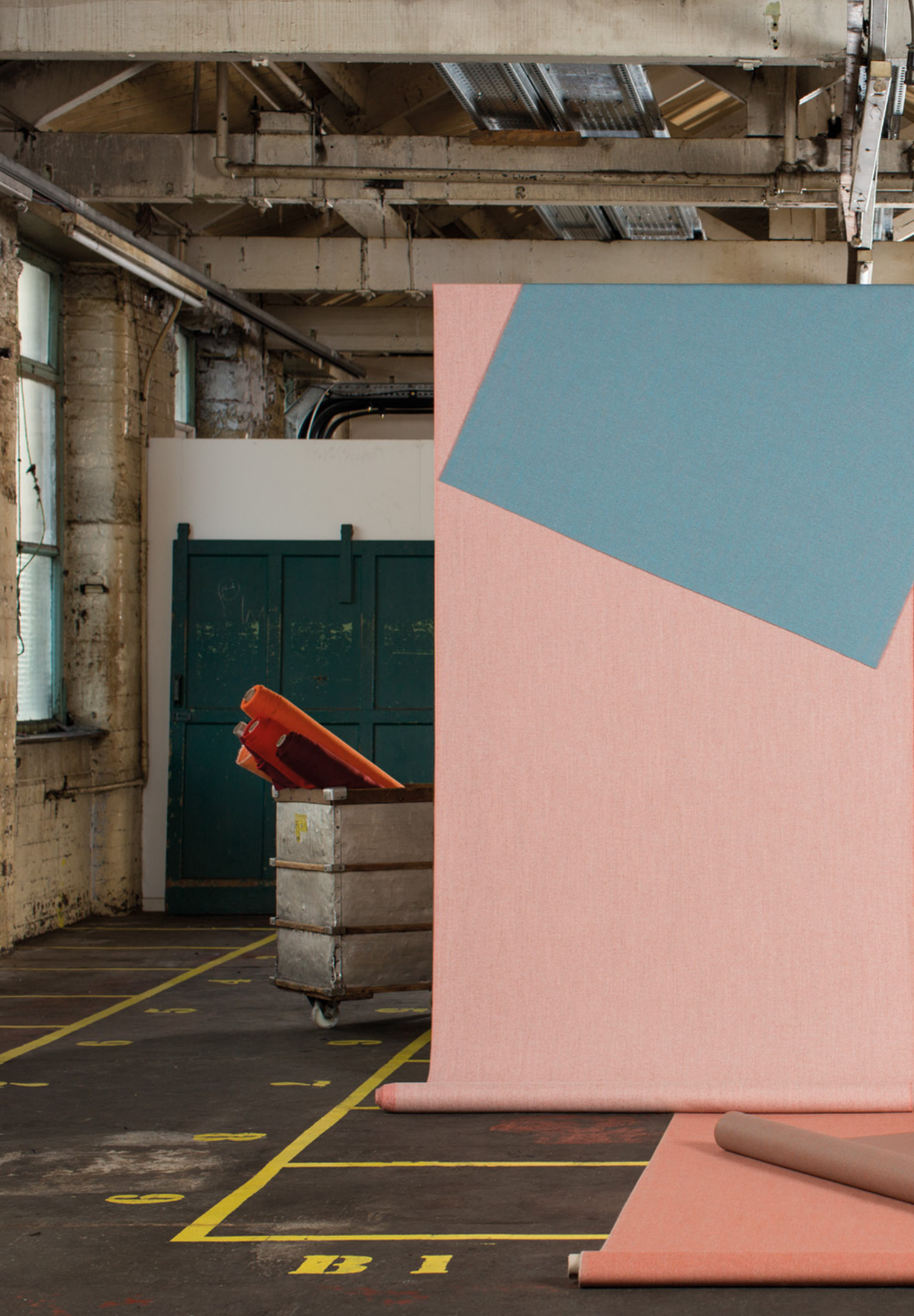
Synergy is a natural evolution of our bestselling wool fabric Blazer. It's softer and stronger, lighter and brighter. Its development has been a journey of discovery, taking time, creativity and mutual collaboration. The result? A beautiful fabric with hidden depth and intrigue. So let's reveal the magic in the making.

Worsted and woolen, spun and woven, dyed and colored, milled and pressed. Synergy is lovingly brought to life in Yorkshire's textile heartland of Huddersfield.

Synergy's heart and soul comes from premium New Zealand wool, used in the woolen spun weft in combination with a fine worsted warp. This gives a smoother finish, softer still from the gentle milling process, closer surface crop and light pressing. The refined finished cloth combines beautifully relaxed drape with sublime handle, yet achieves 100,000 Martindale abrasion cycles thanks to the inclusion of just 5% nylon in the overall composition. And the color palette is our largest offering in 75 intelligent shades.









Beautiful brights, perfect pales, delicious darks and mysterious mélanges. Each colorway fought for its place in a contest which saw the starting 1,200 become the best 75.

The development of each colorway was a thoughtful, considered process. It began with the careful selection of warp and weft colors. Some of the yarns were created much like mixing paint, blending two or three individual fiber dyed colors together to arrive at the cumulative, consolidated final shade. These combine with luscious piece-dyed solids to contrive an enchanting kaleidoscope across the full color spectrum.



The final 75 shades fought for their place out of 1,200 colors.

Complementary colors fill a space from every end of the spectrum, making way for new sequences and unexpected color stories.

The fiber dyed mélange fabrics range from light to dark semi-plain shades with optimistic and aspirational pale tones, fascinating darker hues and surprising combinations of mix colored warp and weft. The piece-dyed fabrics cover key pivotal shades from the spectrum, demonstrating confidence and commitment to solid color choices. The wide base of warm and neutral tones complement other fabric collections or other material choices and finishes. All colors are ecologically dyed and free from any harmful substances.







From Hector's Dolphin to Just a Drop, we've a strong social conscience which underpins our charitable giving. Synergy supports a CSR programme we call Wool for Water.

Continuity and change. Our Blazer fabric supported the endangered Hector's Dolphin, with a contribution for every yard sold going to the New Zealand Whale and Dolphin Trust. This was matched by our wool partner Wools of New Zealand, recognizing the provenance of the wool source, and together we raised \$25,000.

With Synergy we've gone from provenance to process, acknowledging that water is a core utility for wool textile manufacturing. That's not a problem where water is in plentiful supply, but for many in the world they get barely a drop.





Top
The Banks Peninsula on the east coast of New Zealand's South Island.

Left
Hector's Dolphins found in the Akaroa Harbour and the Banks Peninsula.

Synergy supports the fabric of life by aligning with international water aid charity, Just a Drop, to help deliver accessible, clean and safe water where it is needed most.

Around the world there are an estimated 750 million people without safe water and a staggering 2.5 billion without adequate sanitation. So for every yard of Synergy we sell, we make a donation to Just a Drop, in support of a water project in Kenya.

The first project is to build a water tank at Ikalaasa Primary School to provide clean water to 460 individuals. Our donation is again kindly matched by Wools of New Zealand, so together we're helping to turn yards into liters.





Top
An example of a water tank installed by Just a Drop.

Left and bottom
Camira will help to provide clean water to 460 individuals at Ikalaasa Primary School in Kenya.



**Individually we are one drop,
but together we are an ocean.
And by coming together
we get great Synergy.**

Find your contacts online at
www.camirafabrics.com

