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# camira

style with substance

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Synergy

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

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## Introduction

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Welcome to the world of Synergy. Warp combines with weft. Fibres 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.



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## The magic in the making

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Worsted and woollen, spun and woven, dyed and coloured, 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 woollen 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% polyamide in the overall composition. And the colour palette is our largest offering in 75 intelligent shades.

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## 75 intelligent shades

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

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

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

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## Colour spectrum

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

The fibre 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 coloured warp and weft. The piece-dyed fabrics cover key pivotal shades from the spectrum, demonstrating confidence and commitment to solid colour choices. The wide base of warm and neutral tones complement other fabric collections or other material choices and finishes. All colours are ecologically dyed and free from any harmful substances.

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**Crafted with conscience**

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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 metre sold going to the New Zealand Whale and Dolphin Trust. This was matched by our wool partner Wools of New Zealand, recognising 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.

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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.



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## Just a Drop

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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 metre 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 pupils. Our donation is kindly matched by Wools of New Zealand, with additional contributions from our wider supply chain including yarn spinners Safil and textile finishers WT Johnson & Sons.

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

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



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## Get in touch

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

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