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# camira

style with substance

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Individuo Look Book

Individuo. Being unique is all about being different. Why try to fit in when you were designed to stand out.

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## Inspiration

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Individuo is inspired by the Artisan trend which romanticises handmade, handcrafted, creative artwork and textiles.

Trend images, collated from international research by our designers, highlighted the increased use of tie-dye effects and graduated colouring across all areas of interior fabrics, décor and apparel.

We combined this research, our Artisan trend inspiration and the idea of crafting on a “mass scale” to design Individuo in a way which allowed the colour to be diluted, resulting in a very fluid, individual appearance.



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### Images

Top: Camira trend wall, London Showroom

Middle left: <http://brightbazaar.wengine.netdna-cdn.com/wp-content/uploads/2013/03/blue-vases-vignette1.jpg>

Middle right: Camira trend wall, Hopton

Bottom: <http://www.thejealouscurator.com/blog/wp-content/uploads/2011/05/albertoseveso.jpg>

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## Development

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We worked closely with our dyers throughout the development process to perfect a special dyeing technique.

It was important to create the right look, depth of colour and to have a collection of colours that all responded with the right amount of contrast during the dyeing process. It was equally important for the fabrics to work effortlessly together in a collection and to be supported by existing fabric ranges.

We chose dyestuffs which give a light fastness rating of 5, irrespective of depth of shade. This was confirmed by extensive laboratory work with light, medium and dark versions of each colour to deliver the different graduations in the dyed fabric.

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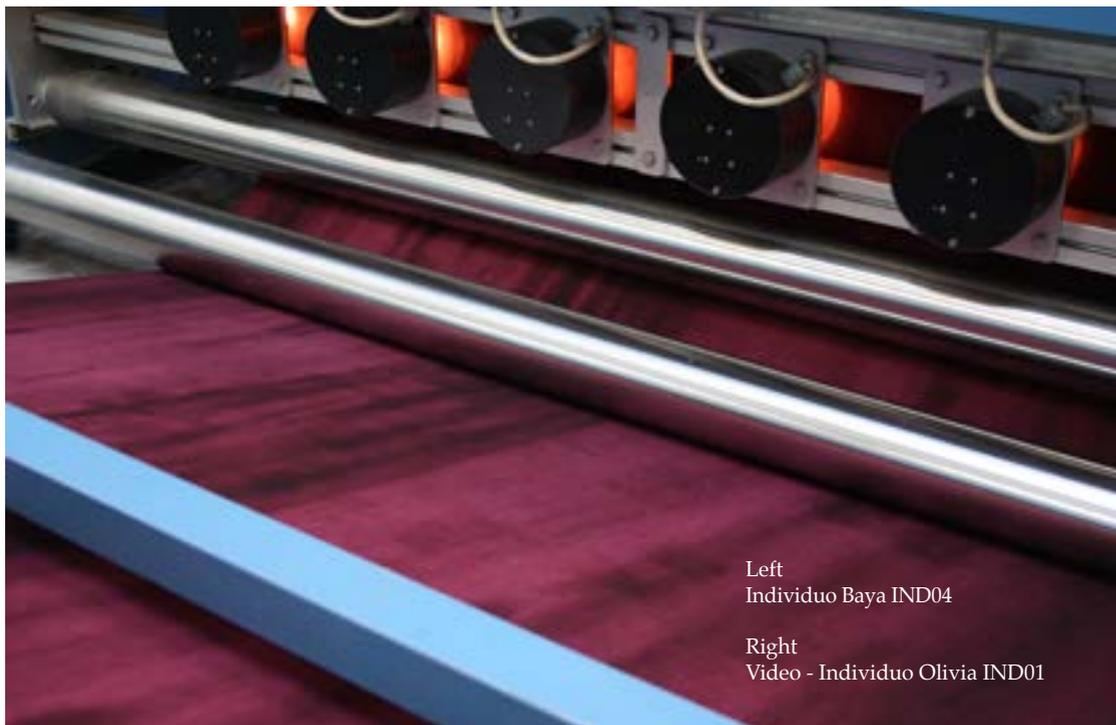
## Manufacture

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Obviously we can't let you in on all our little secrets of manufacture. We hope you like the originality of the finished product.

The dye process and finishing techniques used for Individuo allow for a more dynamic, random and unique effect. A controlled process producing characterful colourways.

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Left  
Individuo Baya IND04

Right  
Video - Individuo Olivia IND01



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### The finished fabric

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Individuo has a distinctive look and feel. Its fluid, graduated colour appearance is ever-changing and ensures no two areas of fabric are the same.

Our Synergy fabric is used as a dye base, so Individuo inherits all of its technical specifications and qualities, achieving light fastness grade 5.

Individuo is a wool-rich, natural looking fabric in a range of four contemplative colours that create a carefully considered array of graduated colourways.

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Individuo Olivia (IND01) upholstered on NaughtOne Clyde sofa



Individuo Laguna (IND03), upholstered on Pledge Spirit chair

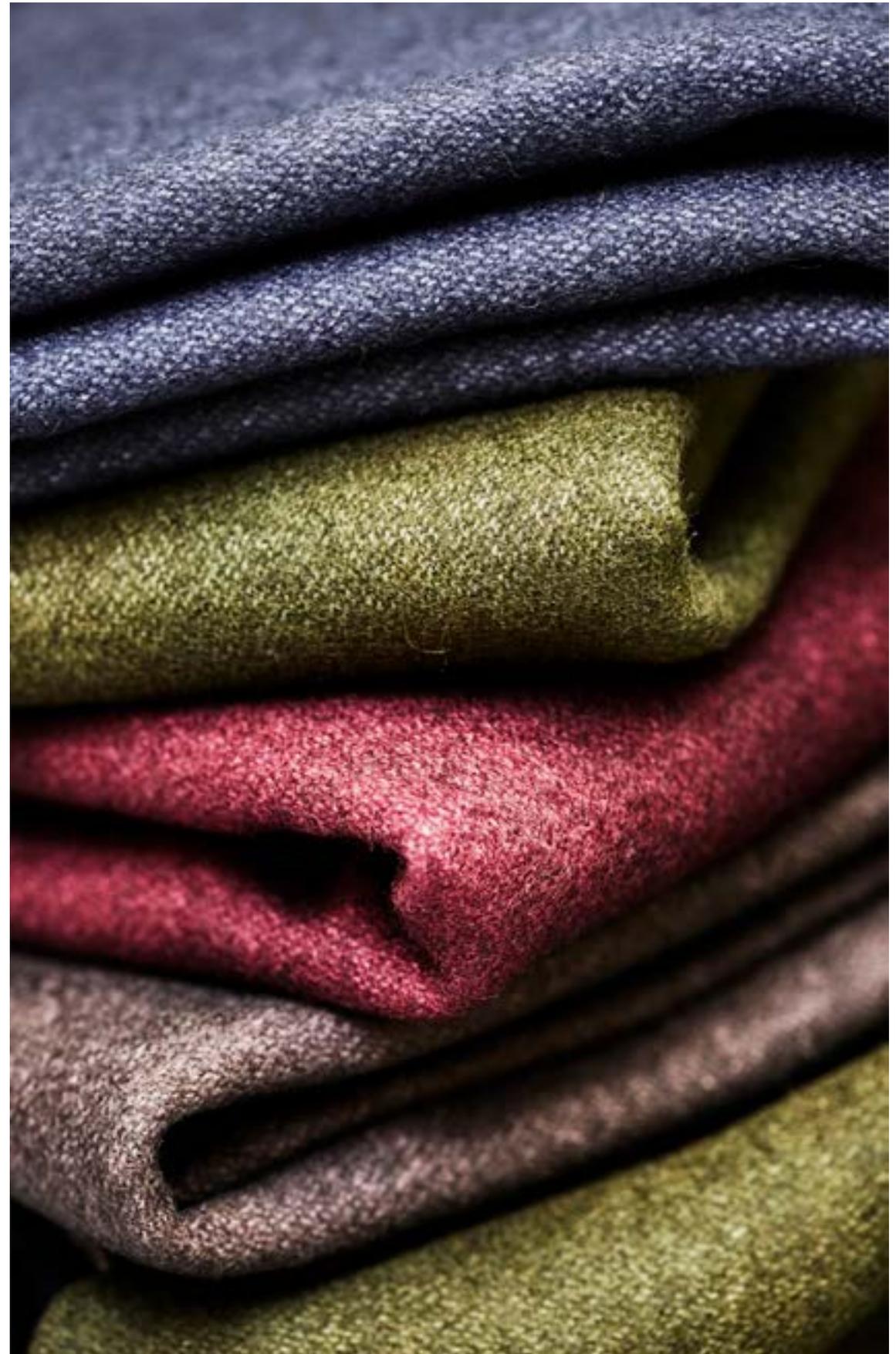




Top  
4m lengths Individuo

Left  
Stitch detail on Individuo Olivia (IND01)

Right  
Fabric stack of Individuo





## Colour co-ordinates - Olivia



**Craggan**  
Marsh ZAN04



**Individuo**  
Olivia IND01



**Xtreme CS**  
Kara XR432



**Silk**  
Kingdom SLK10



**Blazer**  
Glasgow CUZ1M



**Oxygen**  
Garden BA013

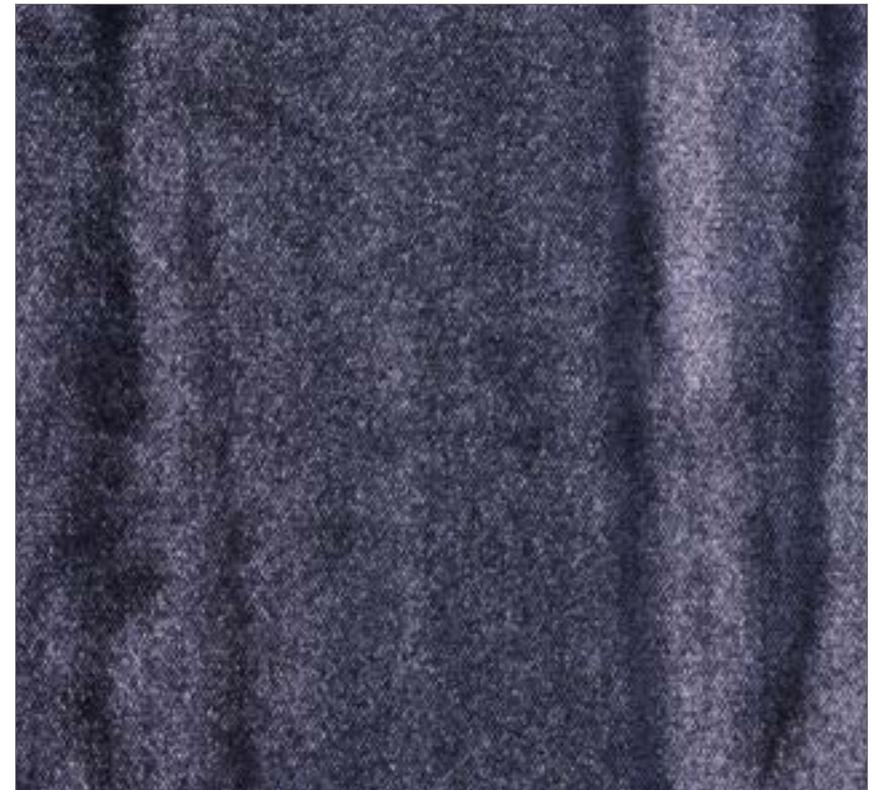


Image: <http://7-themes.com/6886960-forest-moss-background.html>

## Colour co-ordinates - Laguna



**Silk**  
Chancellor SLK19



**Individuo**  
Laguna IND03



**Urban**  
Nightowl YN210



**Xtreme CS**  
Costa XR026



**X2**  
Acute AK009



**Aquarius**  
Vico JA435



Image: [http://wallpaperswide.com/stormy\\_clouds-wallpapers.html](http://wallpaperswide.com/stormy_clouds-wallpapers.html)

## Colour co-ordinates - Tierra



**Aquarius**  
Branch JA508



**Individuo**  
Tierra IND05



**Silk**  
Persia SLK04



**Oxygen**  
Hatha BA052



**Main Line Flax**  
Bank MLF23



**X2**  
Formula AK017



Image: [http://galleryhd.info/brown\\_leaves-summer\\_plant\\_pictures/brown\\_leaves-summer\\_plant\\_pictures/](http://galleryhd.info/brown_leaves-summer_plant_pictures/brown_leaves-summer_plant_pictures/)

## Colour co-ordinates - Baya



**Main Line Flax**  
Northfields MLF40



**Individuo**  
Baya IND04



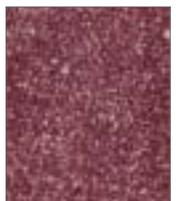
**X2**  
Add AK012



**Urban**  
Loft YN201



**Silk**  
Persia SLK04



**Hemp**  
Heath HWP07



Image: [http://www.wallpaperup.com/4860/Red\\_Berries\\_Branches.html](http://www.wallpaperup.com/4860/Red_Berries_Branches.html)

# Individuo



Task seating



Soft seating



Cigarette & Match



Year guarantee

## Individuo - product information

Individuo is a wool-rich fabric with a distinctive look and feel available in a selection of contemplative colourways. Designed to stand out, Individuo's fluid, graduated colour appearance is ever-changing and ensures no two areas of fabric are the same. The specially perfected dye process and finishing techniques used for Individuo allow for a more dynamic, random and unique effect on the finished fabric.

## Appropriate sectors

Contract, Education

## Technical information

### Composition

95% Virgin Wool, 5% Polyamide  
Non metallic dyestuffs

### Width

140cm minimum

### Weight

400g/m<sup>2</sup> ±5% (560g/lin.m ±5%)

### Abrasion resistance

Severe contract / 10 year guarantee >50,000 Martindale cycles

### Flammability

EN 1021 - 1 (cigarette)

EN 1021 - 2 (match)

BS 7176 Low Hazard

Optional: Please specify when ordering:

BS 5852 Ignition Source 5 when FR treated

BS 7176 Medium Hazard when FR treated

Note: Flammability performance is dependent on foam used.

### Light fastness

4+ (ISO 105 - B02)

### Fastness to rubbing

Wet: 4, Dry: 4 (ISO 105 - X12)

### Cleaning

Vacuum regularly. Professionally dry clean or wipe clean with a damp cloth.

### Note

Seam performance is dependent on seam construction and needle and thread type. We recommend that appropriate sewing advice be taken.

Batch to batch variations in shade may occur within commercial tolerances. We reserve the right to alter technical specifications without notice. The Unregistered Design Rights and the Copyright in all designs are the exclusive property of Camira Fabrics Limited.

There is a 15 day lead time on Individuo orders.



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## Get in touch

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Ready to make a long lasting design statement with Individuo?  
Contact your Area Business Manager or view the range on our website.

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