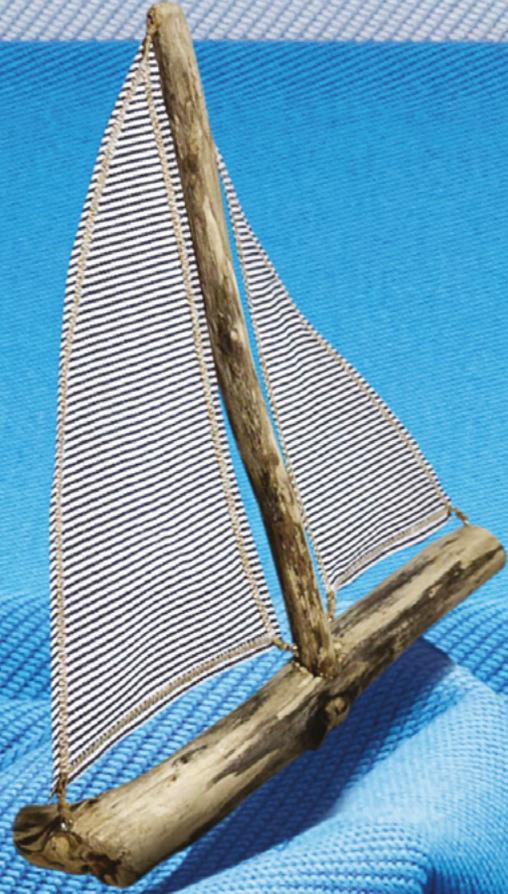


Oceanic



camira

Oceanic

Made from 100% post-consumer recycled polyester, including 50% SEAQUAL yarn in 16 colorways

Seasick of plastic?

Oceanic is a fabric born of the SEAQUAL Initiative designed to combat marine plastic pollution and achieve a waste free environment. It is created entirely from post-consumer recycled plastic - from debris floating discarded in our seas, used to make SEAQUAL yarn, to bottles thrown away and destined for landfill. One small drop in the mission to clean both the earth and its ocean, this contemporary fabric is a recycled polyester with a purpose.

A tidal wave of pollution

Each year, 12 million tons of plastic enters our oceans; equating to a truckload every single minute, the problem is growing at a rate faster than is almost possible to conceive. With experts predicting that by 2048 the amount of plastic in the seas will weigh more than the number of fish, the issue is a manmade disaster, threatening one of our most crucial life sources with every passing day.

Expertly crafted

Saving our ocean one bottle at a time, each yard of Oceanic is woven from yarn made from 26 plastic bottles. Delicately dyed using cationic yarn, this multi-tonal textile combines and contrasts a light warp with a deeply saturated weft. With an intricate twill weave, this visual detail creates a subtle pattern - enhancing both the considered colour and careful construction of the fabric.

Sustainable and strong

Taking its strength from the raw material from which it was originally created, Oceanic is a highly durable textile, tough enough for a life not only on the seas but also on the seats it furnishes. Blending a soft fluidity with a high level of performance, it is ideal for inclusion in a wide range of modern interiors.

Carefully curated colours

With a refined color selection of 16 shades, Oceanic combines muted, neutral hues with soft pastels and deep bolds to provide a versatile palette that echoes the shades visible on nature's shoreline, as well as introducing a number of vibrant, trend-led tones.

At a glance

- 100% recycled plastic, including marine waste
- Each yard contains the equivalent of 26 plastic bottles
- Part of the SEAQUAL Initiative
- Diagonal, two-tone weave
- Available in 16 colorways

Source: *The New Plastics Economy: Rethinking the future of plastics* (2016)
Ellen MacArthur Foundation

