



The wool revolution

## WOOLABLE by LORENA CANALS

### The 1st collection of wool washable rugs

- Lorena Canals once again revolutionizes the textile market by creating the first collection of rugs and wool products that can be washed in a water washing machine.
- Woolable by Lorena Canals is the designer's new wool collection to decor the house.

June 2019 - In the last 20 years **Lorena Canals** has become one of the most well-known textile brands thanks to the creation of its home washable cotton rugs. Now, it revolutionizes the market once again with the **Woolable by Lorena Canals** washable wool carpets.

**Lorena Canals** presents the first collection of wool washable rugs that goes into the washing machine handcrafted one by one with natural wool fiber by the expert hands of its Indian craftsmen and craftswomen.



**Woolable by Lorena Canals** contains 40 references with rugs in 5 different sizes, divided into 4 collections: Hopi, Free your Soul, Fields and Bohemian Classics. Each of their designs is unique and caring a special meaning to create a universe of emotions, sensations, peace and mysticism to the collection.

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**Hopi Collection is a collection with soul.** Hopi has 9 carpets into this collection that are inspired by the Hopi people, where the oldest Native American tribe of the continent lives. An Indo-American culture deeply rooted in spirituality and believers that absolutely everything, even objects, have a soul. The designer also believes in the soul of things and is convinced that everything must have a soul. The aim of the Hopi collection is to transmit peace, mysticism and positivism through carpets inspired by art pieces from this tribe. The collection stands out for its neutral colors and hippy style that transmit the harmony and wisdom of the Hopis.



Wool washable rugs Zuni 170x240cm and 90x240cm; Kachina 90x240cm; Tuba 170x200cm and 170x240cm; Arizona 170x240cm and Hokan 160cm, Bannock 160cm and Chinook 160cm.



Wool washable rugs by Lorena Canals Kachina, Zuni, Autumn Breeze, Almond Valley and into the blue

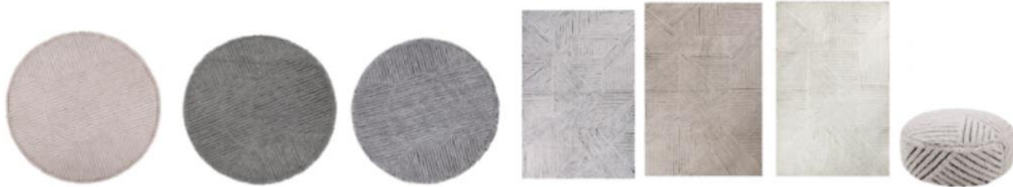
**Free Your Soul Collection, is made out of colors that make us feel good.** Free Your Soul is a collection of 12 rugs that take us into a world of sensations with the intention of opening the soul and mind of the human being to get the best out of it. In this collection, Lorena Canals wanted to transmit sensations through each of the colors highlighting the importance they have on our welfare. Colors that transmit sensations and awaken emotions in the five senses.



Wool washable rugs Sounds of Summer, Into the Blue, Forever Always 300x200cm and 140x200cm; and Spring Spirit, Autumn Breeze and Winter Calm 300x200cm and 140x200cm

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**Fields Collection, a walk through the valleys of tea plantations.** Fields is a collection of 6 rugs and 1 pouffe that wants to reflect, in each of its designs, the beauty of Sri Lanka's green landscapes. Tea plantations, mountains and cultivated valleys have been the source of inspiration for Lorena Canals. The composition of its lines and the autumnal tones of the collection transport us to walks between tea, almond, coffee and chia plantations.



Wool washable rugs Rose Tea, Green Tea, Black Tea 160cm; Black Chia, Golden Coffee, Almond Valley 170x240cm and Puff Fields 70x20cm.

**Bohemian Classic Collection, the most bohemian.** Bohemian Classic is a collection of 9 carpets and 1 pouffe designed in a palette of soft colors, easily combinable in any environment of the house. The simplicity of the designs through the play of different textures and handcrafted finishes brings richness to each piece. The natural beauty provided by the texture of the wool, the carefully selected colors, the small details such as the hand knotted fringes, the mix of colors or the combination of different heights of the thread creating volumes that are comfortable and pleasant to the touch.



Wool washable rugs Lakota Day 170x240cm, 140x200cm and 140x80cm; Lakota Night, Bereber Soul 300x200cm, 140x200cm, 140x80cm and Pouffe Bereber



Woolable by Lorena Canals, the first wool washable rugs, Lakota Day, Bereber Soul and Sounds of Summer

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The first wool washable rugs come from the same company that revolutionized the market **20 years ago** with cotton rugs for children that could be washed in a conventional washing machine. Lorena Canals has been researching for years how to wash wool with water and, finally, can present its new collection **Woolable by Lorena Canals** with which it aims to achieve practical, beautiful and supportive rugs.



Wool is distinguished to be a high-quality fiber, natural, sustainable, and prized for its exquisite characteristics. All our products are made artisanally out of natural wool fiber.



Join the revolution with the first washable wool rugs. Now, you can get them dirty! Because life happens, everything should be washable, even wool!



From the selection of the best wool fibers until the final finishing, 10 artisans are involved to take care of each detail to make your rug unique. Handcrafted one by one, no two are alike.



Following our corporate values, we handcraft products that are safe and eco-friendly. We use natural raw materials, sustainable and natural non-toxic dyes which are safe and respectful to the environment.



We achieve the best results, applying natural non-polluting dyes that follow our eco-friendly values. Every new collection adds brand new colors to Lorena Canals' colors palette.



Lorena Canals works personally to give children a better future providing schooling for children in northern India. By purchasing our products, you contribute to our Sakūla Project!

Download [Woolable by Lorena Canals](#) (Please do not publish the images until September)

For further information, please contact:

**Ana Rodríguez** [ana.rodriguezmelgar@lorenacanal.com](mailto:ana.rodriguezmelgar@lorenacanal.com)