

PRESS RELEASE
NOVEMBER 3rd, 2022

LORENA CANALS

New *Little Chefs* Collection

What if we take you on a trip down memory lane, to Lorena's childhood days around a vintage-style 1960s kitchen? Calling all junior chefs out there—aprons on & let's have a blast in Lorena's textile kitchen!

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The Secret Recipe for Fun Starts in the Lorena Canals' Kitchen

The heart of the home and a natural playground to brush up on cookery skills, the kitchen is a source of tradition and a family's essential gathering point. Culinary love spreads around the house now through textile decor and toys that add a hint of the traditional kitchen.

- Checkered tiles and tea cloths become plush cotton rugs, whereas Vichy tablecloths are now poufs.
- Baskets become much more than baskets transformed into interactive textile toys.
- Meet our very own textile play kitchen, toy washing machine, and traditional kitchenware, from cookie jars to honey pots.



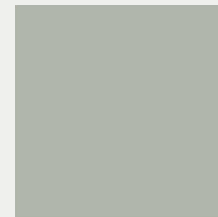


Introducing a new color: Blue Sage

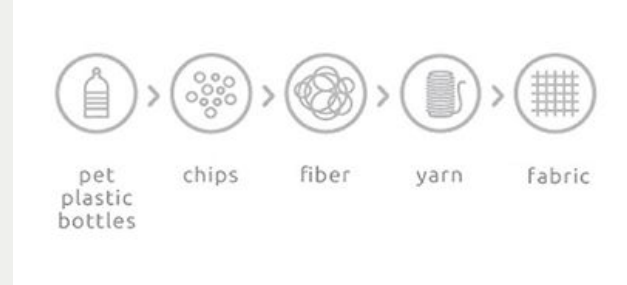
Shades of blue have proven to be some of the best-selling colors in *Lorena Canals'* catalog, year after year. That's why when we designed the *Little Chefs* collection we added the new **Blue Sage** to our color chart as yet another **classic shade of blue**. Its dusty nuances seem to catch the light and liven up any room, once it is incorporated into the soft cotton pile of our rugs, making for an elegant choice both in kids and home spaces.



Vintage Blue



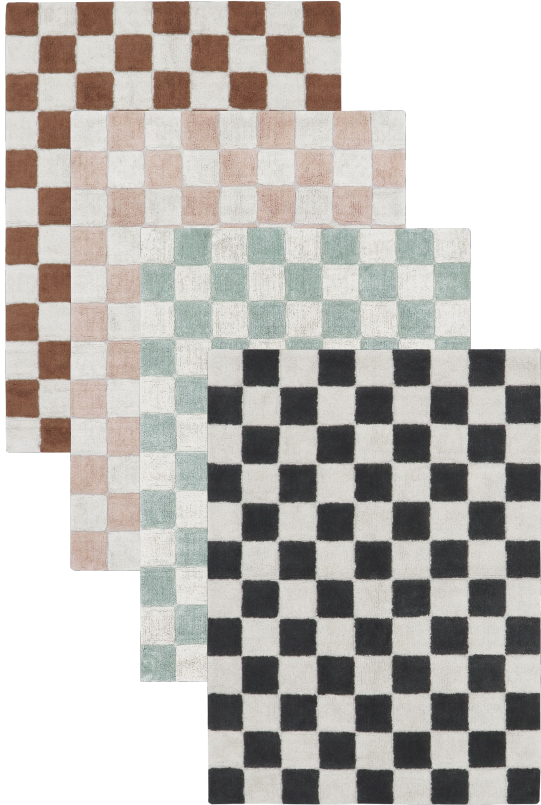
NEW Blue Sage



Introducing a new material: PET Bottles

We continue striving to be a company as **sustainable** as possible by introducing new **environmentally-friendly materials and concepts** in our designs and products. This time, we innovated by adding **fibers from recycled PET bottles** to the baskets in our new *Little Chefs* collection, mixed in with the cotton cords, providing them with extra **structure** and **stability**.

Polyester from recycled PET is made of the **highest quality recycled polyester yarn**, obtained from plastic bottles and other plastic waste collected from the oceans. This **sustainable fabric** has the same qualities of **strength** and **durability** as conventional polyester, mainly intended for manufacturing **durable accessories** and garments such as bags, covers, anoraks, or aprons, and now used in our baskets' composition.



Washable Rug *Kitchen Tiles*

For the love of tiles! This design depicts the **traditional checkerboard kitchen tile pattern** on a rug. Kitchen tiles never felt so soft to tread!

- This traditional pattern with a modern twist offers a plush underfoot in the nursery, the kids' room, and the overall home decor.
- The bare canvas shows between the tile joints, made from a blend of the brand's signature **RugCycled®** base and natural cotton, by which *Lorena Canals*' production becomes **zero waste**.
- This washable rug comes in **one size** and **four different colorways**, with a choice of bold contrasting shades of Dark Grey or Toffee brown, or softer pastel colors of Rose pink or Blue Sage, all combined with Natural.
- **Handcrafted** with **100% natural cotton**, using **natural non-toxic dyes**.

More info:

C-TILES-DGR, C-TILES-TOF,
C-TILES-ROS, C-TILES-BSG
120 x 160 cm



Washable Rug *Mosaic*

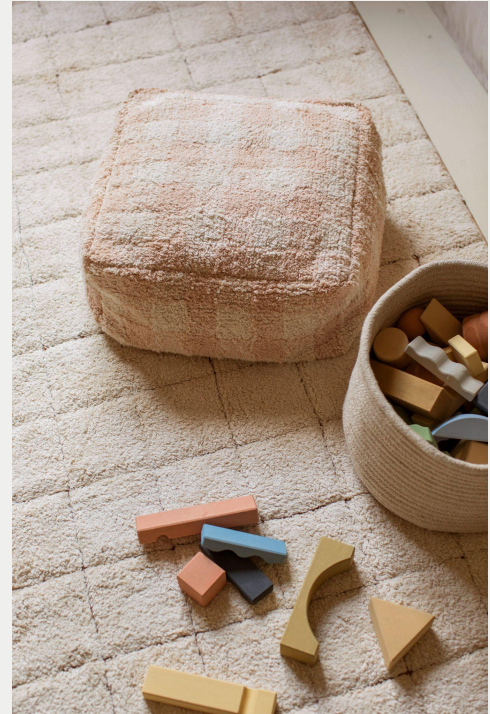
Add some seasoning to your decor with **a piece of the kitchen on a rug!** A neutral and versatile design that brings back vintage mosaics in the form of a natural soft cotton grid, where the bare canvas in a contrasting shade of toffee brown emulates the tile joints.

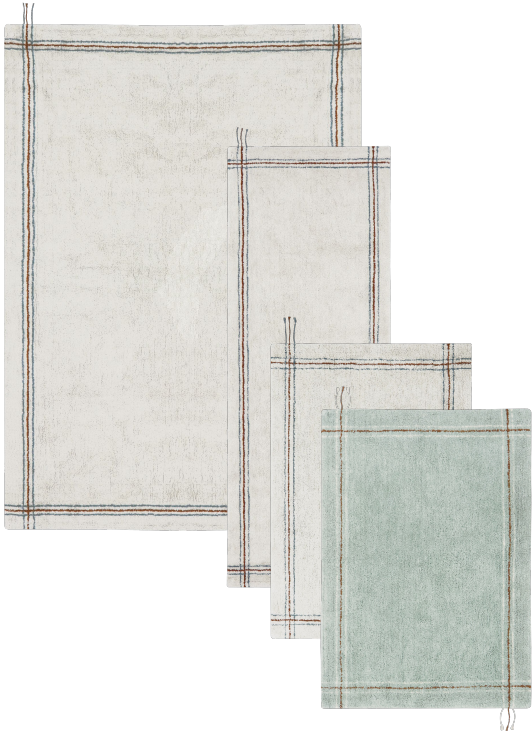
- Inspired by **traditional vintage tiles**.
- Available in **two sizes**, it's ideal both for the kids' room and the living room.
- This **handcrafted** washable rug features a plain mosaic pattern in natural color over a toffee brown canvas base left partially bare to emulate the joints.
- Made with **100% natural cotton**, using **natural non-toxic dyes**.

More info:

C-MOSAIC-S, C-MOSAIC-L
120 x 160 cm, 170 x 240 cm







Washable Rug *Cuisine*

Aprons on! Lorena's kitchen is the place where traditional striped tea cloths become rugs. A versatile design in various easy-fit sizes to decorate any home space or, why not, to add a vintage culinary touch to the kids' play kitchen.

- Inspired by the traditional striped kitchen towels, this washable rug is **handcrafted** using the brand's signature blended **RugCycled®** canvas base, tufted with soft cotton—in either Blue Sage or Natural.
- Includes decorative stripes around the edges evocative of a tea cloth print in Vintage Blue and Toffee.
- These stick out the edges made into **braids**.
- Made with **100% natural cotton**, using **natural non-toxic dyes**.

More info:

C-CUIS-NAT-XS, C-CUIS-NAT-R, C-CUIS-NAT-L, C-CUIS-BSG-XS
90 x 130 cm, 80 x 230 cm, 170 x 240 cm





Washable Rug *Gastro*

From the kitchen to the rug! Lorena has whipped up a design inspired by a **classic striped tea cloth** with just a hint of color in vintage hues over a neutral background. A basic piece that can easily blend into any space of your home or add a hint of culinary-themed decor to your little chef's play corner.

- Inspired by the traditional **striped kitchen towels**.
- This washable rug is **handcrafted** using the brand's signature blended **RugCycled®** canvas base, tufted with soft natural cotton.
- It features stripes in short piles at each end together with **fringed edges**.
- This design is available in **two sizes** and **three colorways** with a choice of stripes in either Toffee, Vintage Blue, or Rose.
- Made with **100% natural cotton**, using **natural non-toxic dyes**.

More info:

C-GAST-ROS-XS/M, C-GAST-TOF-XS/M, C-GAST-VBL-XS/M
90 x 130 cm, 140 x 200 cm







Pouf *Vichy*

À table! This plush **Vichy tablecloth-inspired** pouf is a call for supper! Little ones can enjoy imaginative play in comfort sitting on one of these around their little dining tables. Spread the vintage kitchen vibe around the home!

- A versatile square pouf, inspired by table linen that features a classic Vichy pattern in vintage shades.
- The cover is made of a short pile of cotton tufted on **recycled cotton** canvas and is **removable** through a zipper for washing.
- The filler is composed of **polystyrene pearls**.
- A convenient size for a kids' pouf, available in **four colorways** to match the rugs in the *Little Chefs* collection.
- Made with **100% natural cotton**, using **natural non-toxic dyes**.

More info:

P-VICHY-TOF, P-VICHY-BSC, P-VICHY-ROS, P-VICHY-HNY
40 x 40 x 20 cm



Basket *Kilo*



Whatever your storage needs, **anything goes with a basket like this!** It's suitable for organizing toys, and especially for sorting larger items. In the kitchen, you can also use it as a bread basket for keeping fresh baguettes or for storing fruits and vegetables of considerable size.

- It comes in **two different colorways** of lovely vintage shades with a neutral base.
- This storage must-have is both decorative and practical, and the perfect pairing for our *Little Chefs collection* rugs and accessories.
- Made with **natural non-toxic dyes**.



It is **handcrafted** from braided cords composed of cotton and **recycled PET bottle fibers**, which adds **structure** to its rounded shape while caring for the planet.

More info:

BSK-KILO-TOF, BSK-KILO-HNY
Ø 40 x 25 cm

Basket *Gram*

A basket for everything and everything in its basket! It's suitable for organizing anything from toys to linens. It may even come in handy in the kitchen for arranging bread, and groceries, or as a fruit and vegetable basket.

- It comes in a **practical size**, and in **various colors** of soft dusty shades to match many rugs and accessories in our current catalog.
- This **storage must-have** is both decorative and practical, and the perfect pairing for our *Little Chefs collection* rugs and accessories.
- Made with **natural non-toxic dyes**.



It is **handcrafted** from braided cords composed of cotton and **recycled PET bottle fibers**, which adds **structure** to its rounded shape while caring for the planet.

More info:

BSK-GRAM-NAT, BSK-GRAM-BSG, BSK-GRAM-ROS, BSK-GRAM-HNY
Ø 35 x 20 cm





Basket *Honey Pot*

Fairytale lovers will recall a famous bear reaching for its **pot of 'Hunny'** from the pantry shelf. Now little ones can use it to store their precious little toys or to play pretend cooking next to mum and dad.

- A **honey-shaped basket** fit for fairytale lovers that kids can use to store toys and nick-nacks or to play pretend in the kitchen.
- A **sustainable** choice featuring the pot in Honey yellow, the lid in Toffee brown, and an **embroidered label** on the front saying 'Honey'.
- Made with **natural non-toxic dyes**.



It is **handcrafted** using a braided cord made of **recycled PET bottle** fibers mixed with cotton, which adds **structure** to its rounded shape while caring for the planet.

More info:

BSK-HONEY
Ø 28 x 27 cm



Basket *Jam Jar*

Good things come in small jars! Like a pot from granny's kitchen, this small storage basket will, undoubtedly, attract a sweet tooth or two. A traditional kitchen staple, this cute jam jar is ideal for storing children's little nick-nacks, small toys, game pieces, marbles, tiny bricks, or school supplies, perhaps even leaving some room for candy!

- A small storage basket that resembles the traditional jam jar.
- The pot comes in a natural shade of cotton and the lid features a terracotta Vichy pattern.
- Designed to the last detail, it features a **printed fabric label** sewn on the front saying '**Strawberry Jam**'.
- Made with **natural non-toxic dyes**.



It is **handcrafted** with braided cords made of **recycled PET bottle** fibers mixed with natural cotton, which adds **structure** to its rounded shape while caring for the planet.

More info:

BSK-JAM

Ø 20 x 23 cm





Basket *Cookie Jar*



Home is where the cookies are! A children's snacking favorite which they can now imagine finding in this cute **basket shaped like a cookie jar** with its lid, label, and all!

- Much more than a basket, this cute cookie jar serves both for storage and as a toy..
- It comes in the color Blue Sage with a sewn-on **printed fabric label** on the front saying 'Cookies'.
- Made with **natural non-toxic dyes**.



It is **handcrafted** with braided cords made of natural cotton mixed with **recycled PET bottle fibers**, which adds **structure** to its rounded shape while caring for the planet

More info:

BSK-COOKIE
Ø 20 x 26 cm




Play Basket *Washing Machine*

This **textile toy basket washing machine** is Lorena's dream come true after more than two decades of making washable rugs. Little copycats can imitate Mom & Dad and toss the mini RugCycled® rug in the machine for a quick *Rug-Cycle* spin topped with some pretend detergent! The perfect set in true **Montessori fashion**.



INTERACTIVE

- **Much more than a basket.** This **all-in-one** storage basket and textile toy even features a swinging door, a turning switch, and a soap dispenser.
 - It comes with a set that includes a **mini RugCycled® rug** and a small stuffed **canvas detergent bottle**.
 - This item is entirely **handcrafted** with great attention to detail making each toy one of a kind.
 - PET bottles add **structure** to its shape while caring for the planet.
 - Made with **natural non-toxic dyes**.
 - It comes **individually packed** in a cardboard box.
-  It is made with braided cotton cords mixed with fibers from **recycled PET bottles**, and cotton canvas, combining the colors Pearl Grey, Natural, and Blue Sage.

More info:

BSK-WASH
30 x 33 x 31 cm



Play Basket *Kitchen*



INTERACTIVE

Time to play pat-a-cake and put it in the oven for baby and me! Symbolic playing was never so stylish! Kids can play make-believe and bring out that little chef inside! A **must-have toy** to stimulate children's imaginative play in true **Montessori fashion**.

- A textile toy cooker that is also a storage **cooker-shaped** basket.
- **Much more than a basket** then, this play kitchen comes complete with a **textile toy cooking pot**—made with **RugCycled®** cords—and a kid-size **padded cotton oven mitt**.
- The front features a rectangular **oven door** and a cotton canvas **control panel** with **five turning knobs**.
- The cooktop features **embroidered cords** simulating a traditional gas stove. The cooker is made in a dusty shade of Blue Sage, with details in Pearl Gray and Dark Gray—all **natural non-toxic dyes**.
- It comes **individually packed** in a cardboard box.



It is **handcrafted** using cotton canvas, and braided cotton cords mixed with fibers from **recycled PET bottles**, which adds **structure** to its shape while caring for the planet.

More info:

BSK-KITCHEN
30 x 33 x 26 cm



Play Basket *Little Chef*

This textile toy pot is a handcrafted playset with **everything your little one needs to become a professional chef**. Heard that? They will soon catch up on cookery skills after putting this lovely toy kitchenware into practice.



- **Much more than a basket** then, this **playset** is a textile cooking pot complete with its lid and wooden spoon and contains a kid-size apron and hat.
- The **costume** is made of cotton with red embroidered stripes on the apron's front.
- A fun play item to add to the kids' play kitchen and a storage basket, all in one!
- Made with **natural non-toxic dyes**.



The pot is **handcrafted** like a basket with braided cords made of cotton mixed with **recycled PET bottle** fibers, which adds **structure** to its shape while caring for the planet.

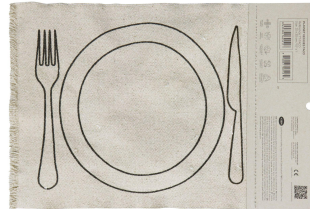
More info:
BSK-CHEF
Ø 21 x 21 cm



Playset *Chicken Combo*

What's the dish of the day? Lorena's kitchen has everything kids need to whip up something delicious! And what could be more fun than pretend cooking with this cute **textile food set** including ingredients for a chicken, egg, and salad combo! Looks like their dinner is already taken care of!

- This playset comes as the perfect accessory for our play kitchen and *Little Chef* basket.
- It comprises carefully **handcrafted** textile food toys to make up a **combo dish** of **chicken, fried egg, lettuce** and **tomato**.
- It is crafted out of cotton canvas and braided cotton cords.
- Made with **100% natural cotton**, using **natural non-toxic dyes**.



The back of the canvas is a **placemat!**

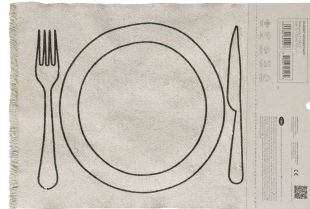
INTERACTIVE

More info:
TT-COMBO

Playset *Veggie Taco*

What's the dish of the day? Lorena's kitchen has everything kids need to whip up something delicious! And what could be more fun than pretend cooking with this cute **textile food set** including ingredients for a veggie taco! Looks like their dinner is already taken care of!

- This playset comes as the perfect accessory for our play kitchen and *Little Chef* basket.
- It comprises carefully **handcrafted** textile food toys to make up a **veggie taco** of **lettuce**, **tomato**, and **avocado**.
- It is crafted out of cotton canvas and braided cotton cords.
- Made with **100% natural cotton**, using **natural non-toxic dyes**.



The back of the canvas is a **placemat!**

INTERACTIVE

More info:
TT-TACO





ABOUT LORENA CANALS

MUCH MORE THAN A RUG

Creator of the first washable rug in the world more than 20 years ago and a family-run business, *Lorena Canals* makes natural cotton and wool rugs with matching textile accessories for home decor, designed in Barcelona and handmade in India.

Natural raw materials, non-toxic dyes, fairtrade and sustainable manufacturing are the staple values of the brand, delivering eco-friendly, artisan-made, top-quality products that also give back to its own charity project Sakûla.

Lorena Canals is considered a trendsetter in contemporary decor, offering practical textiles with a perfectly coordinated style. This makes it the ideal choice for modern family homes worldwide, being distributed in over 80 countries to date.

www.lorenacanal.com

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