

**HAND MADE BY
WOMEN**



LORENA CANALS

Hand made by women

In India, as in many parts of the world, family holds great significance and has a fundamental role in society. "Women have great respect for their family, and by potentiating female employees we ensure their children and families have greater stability.", says Lorena Canals Roura.

June 2019.- With the aim that women build a better future for their families towards access to work, **Lorena Canals** adds more details in the newest collections so women can be part of the production process on handcraftsmanship.



Since 1990, **Lorena Canals** has revealed her savoir-faire, and gives a deeper sense to her business following fair trade practices to enhance the living conditions of her artisans.

Lorena Canals thinks in every detail and takes care of the artisans in India that are helping her bring to life her designs. The factory in India counted with only 6 women, 20 years ago. Today, 62 are women out of 170 artisans working in her collections. All of the women working in the company are mothers of 2 to 5 children and most of them the artisans' wives.

(next...)

“It inspires me to see all the women sitting calmly with their colorful dresses, orange, and lilac color. They are always so well dressed with their golden bracelets and earrings, laughing and talking while they give a unique touch to every single workpiece.” Lorena Canals

Lorena Canals Roura usually travels with her team and family to India, to immerse into a slower pace that defines the detailed process of the production of their designs.



The designer is supported by Kapil, whom she trusts. Kapil, as the Manager of the manufacturing company in India, follows the vision and value the corporative principles based on fair trade processes, and respecting the environment in all the steps of the production.

Each workpiece is unique as it conceals underneath its embroidery a careful and delicate work. All the finishes; braids, pom poms, fringes, and embroidered figures are hand-made by skilled female artisans, that take care of every detail and make unique each workpiece. The colors of each design are made by the use of natural non-toxic dyes in a handcrafted production.

The life of a **Lorena Canals** rug is a process of sensations merging the creativity of design and the skills of craftspeople hands that give life to the design so it can be enjoyed at home all around the world.

Production in India (323Mb): <https://we.tl/t-B3KgRsHiZb>
Last three collections (200Mb): <https://we.tl/t-eRlf2DXeyP>

(next...)



About the company: **Lorena Canals** is since 1990, is the creator of washable rug concept. The designer is dedicated to create safe and functional environments with eco-friendly and handmade rugs and accessories. All made with natural cotton and natural dyes to ensure durability after washing, comfort and safety for everyday life. Today, the brand is commercialized in more than 45 countries, with more than 2500 clients all over the world. Last year, sales have had an increase more than 50%. www.lorenacanal.com