

**DONNA WILSON
X WOOLABLE BY
LORENA CANALS**



PRESS RELEASE

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New Donna Wilson collaboration for Woolable by Lorena Canals

A shared passion for wool and artisan design

Donna Wilson collaborates for the first time with *Woolable by Lorena Canals*, with two colorful rug designs that reflect the Scottish designer's graphic artistry and passion for wool.



Donna Wilson's collaboration for Woolable by Lorena Canals began to take shape in the moment that Lorena Canals launched her new revolutionary concept of washable wool rugs, *Woolable by Lorena Canals®*. A long-time admirer of Donna Wilson's work, Lorena thought it would be a great idea to design something together, and share their **mutual passion for wool and artistry**.

In this collaboration, Donna Wilson contributes with her bold and colorful **signature designs** while Lorena Canals offers her know-how and more than two-decade

experience in artisan rug-making, working closely with skillful artisans at her factory in India.

“I have always been a fan of Donna Wilson’s colorful creatures! When exposing at the trade show in Paris I enjoyed passing by her stand to see her new creations, always full of charming surprises. When I later launched our washable wool rug concept, I thought: why not do something together with Donna? We both love exploring with colors and share the passion for handcrafted pieces.” – Lorena Canals

This collection is also a hint to Donna Wilson fans across the globe, in search of beautiful home decor. The rugs have been developed from **Donna’s graphic art, reinterpreted in a more subdued palette** as per Lorena Canals’ washable wool color chart, making use of **melange yarns** to imitate the **original watercolor paintings**. The rugs are tufted in different pile heights, for an interesting surface, over a cotton canvas base, making them lightweight and flexible, and of course, machine-washable at home, like all rugs in the *Woolable by Lorena Canals* range.

This collection intends to introduce the *Woolable by Lorena Canals* concept to retailers –such as concept stores or home decor shops– which are already into *Donna Wilson’s* products, while also hoping to raise awareness of the *Lorena Canals* brand among UK customers.



“It’s been great working with Lorena Canals on these two new rugs, as they bring together my two loves, textiles (and colour) and wool! The *Abstract* rug was inspired by a series of watercolour paintings I did, and to bring them to life in the form of a woven floor piece has been so satisfying – I can’t wait to get one in my home! *Pie Chart* was inspired by a design I first knitted in rainbow colours as a blanket, and now seeing it as a rug in a new muted palette, I think it really works for both a kids room as well as a little accent in any bedroom.” – Donna Wilson



Original Donna Wilson watercolor art print

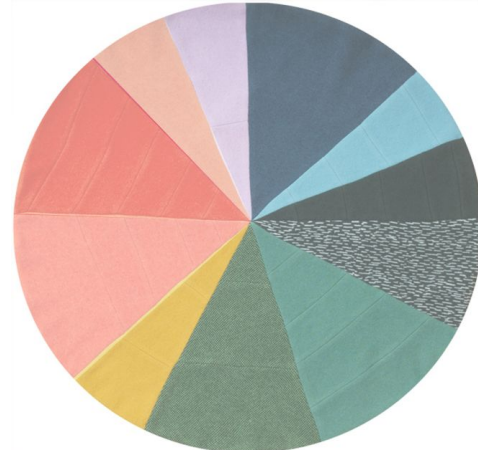
Abstract Woolable Rug

170 x 240 cm

Inspired by an original watercolor painting by Donna Wilson featuring a composition of **abstract color blocks**, this rectangular-shaped rug turns the original bolder color palette into slightly **muted shades**. The rug version replicates the watercolor stains throughout its surface, using **melange yarns** to recreate the subtleties of the hand painted strokes. It features a slightly irregular surface by combining **different pile lengths**. Although mostly tufted in a short pile, the natural-colored longer pile in the areas surrounding the color blocks provides an interesting, contrasted effect.

The *Abstract* rug is available in what is considered the best-selling size among the *Woolable* range – a generous 170 x 240 cm. It comes packed in a practical **cotton tote bag** printed with a Donna Wilson design in dark gray, over a natural base, and includes a **complimentary anti-slip underlay**.





Original Donna Wilson design

Pie Chart Woolable Rug

Ø 120 cm

This round, colorful *Pie Chart* rug is inspired in a wooden stool knit cover with the **colors of the rainbow**, designed by Donna Wilson. This cheerful piece combines some **plain-colored sections** in short pile wool with others in **melange yarn**, together with a contrasting (gray) segment tufted in a longer wool pile. The edge is finished all around with a long pile **fringe**.

The *Pie Chart* rug will brighten any room with a pop of color. It comes in a practical 120-cm-diameter size for an easy fit in kids' rooms, hallways, bedsides or any other favorite corner!

It comes packed in a practical **cotton tote bag** printed with a Donna Wilson design in dark gray, over a natural background and includes a complimentary, anti-slip underlay, adapted to the size of the rug.



About Lorena Canals

Creators of the **washable rug concept**, *Lorena Canals* makes natural cotton and wool rugs with matching textile accessories for home and kids decor, designed in Barcelona and handmade in India.

Natural raw materials, nontoxic dyes, fair trade and sustainable manufacturing are the eco-friendly values by which the brand stands, as well as giving back for their **Sakûla Project**.

Lorena Canals offers contemporary home decor, yet practical and fuss-free, ideal for kids' rooms and nurseries, and for the home as a whole, allowing for mix & match, and for a perfectly coordinated style!

The brand offers eco-friendly and socially responsible labor practices ensuring excellent quality in its designs.

Owning two factories in India and headquarters in Barcelona and New York, the designer works side-by-side with more than 170 artisans taking care of every detail to create one-of-a-kind-pieces.

Nowadays, *Lorena Canals* has a global network of exclusive distributors with over 2,500 points of sale, making its products available worldwide in more than 60 countries.





About Donna Wilson

Donna Wilson is a Scottish textile and product designer who established her studio in 2003 after a sell-out show at the Royal College of Art.

Her **colourful, distinctive designs**, inspired by a love of nature and a passion for craft and making, have won her a string of awards including the prestigious *Designer of the Year* at Elle Decoration's British Design Awards. With a career spanning over seventeen years, Donna has collaborated with renowned retailers and brands including Hermès, LeSportsac, Penguin Random House, Mamas & Papas and John Lewis.

Despite her success, Donna Wilson has maintained a niche appeal and has a devoted following of design enthusiasts, collectors, and the young at heart. As a forerunner of the contemporary craft movement,

she has always remained true to her principles, using traditional techniques and locally based suppliers wherever possible.

Donna Wilson's studio is based in East London where she and her talented team knit, sew and send out products to stockists and customers worldwide.

www.donnawilson.com



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Credits

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