

# **BEREBER CLASSICS**



## BEREBER RHOMBS

### TECHNICAL INFORMATION

**Composition:** 100% natural cotton

**Elaboration:** handmade

**Colors:** natural and black

**Design:** Natural base classic bereber design with rhombs and herringbone pattern in mixed black yarn. Black embroidery at borders and twisted fringes at edges.

**Size:** 140 x 210 cm and 120 x 170 cm

**Weight:** 5 Kg and 3,40 Kg



**Bereber Rhombs**

140 x 210 cm | **C-BER-RHOMBS**  
120 x 170 cm | **C-BER-RHOMBS-S**

## BEREBER ETHNIC

### TECHNICAL INFORMATION

**Composition:** 100% natural cotton

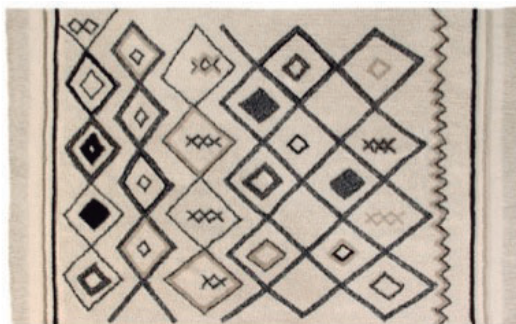
**Elaboration:** handmade

**Colors:** natural, black and linen

**Design:** Natural base classic bereber design with irregular rhombs pattern and ethnic details in mixed black and linen yarn. Borders with only base and fringes at edges.

**Size:** 140 x 215 cm and 120 x 180 cm

**Weight:** 3,60 Kg and 2,50 Kg



**Bereber Ethnic**

140 x 215 cm | **C-BER-ETHNIC**  
120 x 180 cm | **C-BER-ETHNIC-S**

## BEREBER CRISSCROSS

### TECHNICAL INFORMATION

**Composition:** 100% natural cotton

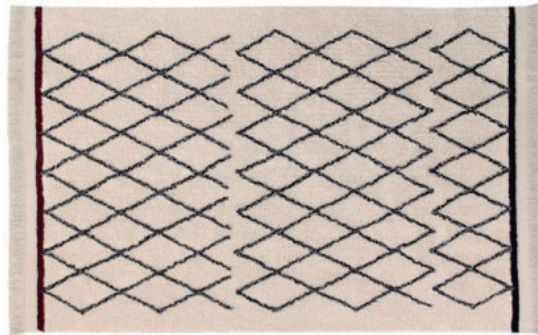
**Elaboration:** handmade

**Colors:** natural, black and burgundy

**Design:** Natural base classic bereber design with irregular rhombs pattern in mixed black yarn. A contrast border line in burgundy at one side. Borders with only base and fringes at edges from base fabric.

**Size:** 140 x 210 cm and 120 x 170 cm

**Weight:** 3,60 Kg and 2,50 Kg



**Bereber Crisscross**

140 x 210 cm | **C-BER-CRISS**  
120 x 170 cm | **C-BER-CRISS-S**

## BEREBER BURGUNDY

### TECHNICAL INFORMATION

**Composition:** 100% natural cotton

**Elaboration:** handmade

**Colors:** natural and burgundy

**Design:** Natural base classic bereber design with crossing lines and rhombs pattern in mixed burgundy yarn. Braided fringes in natural colour at edges

**Size:** 140 x 200 cm and 120 x 160 cm

**Weight:** 5 Kg and 3,40 Kg



**Bereber Burgundy**

140 x 200 cm | **C-BER-BURG**  
120 x 160 cm | **C-BER-BURG-S**

- The basic bereber stamp is transformed into a cushion to mix and match with any of our rugs! This essential knitted cushions that complete the Bereber collection are designed in two sizes.
- Three classic cushions in black, beige and grey are available, with a bereber design in a neutral color, having tassels in each corner of the cushion. Three smaller cushions, perfect for the little ones at home, in a neutral base and the design and tassels in vintage colors.
- All of the cushions of this collection are washable. A side zipper makes the cover removable, to take out the cushion filling. Ideal to go into the washing machine.
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- **For the rest of the collections, without taking out the filler, throw them in the washer!**



**Oasis**  
**Black - Natural**  
SC-OASIS-BK  
30 X 48 cm  
500 g



**Oasis**  
**Grey - Natural**  
SC-OASIS-GR  
30 X 48 cm  
500 g



**Oasis**  
**Soft Linen - Natural**  
SC-OASIS-LI  
30 X 48 cm  
500 g



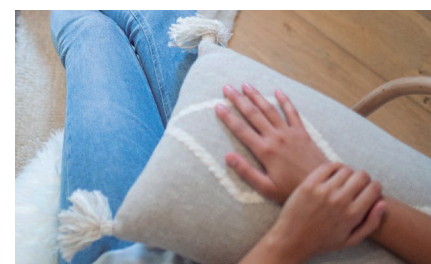
**Little Oasis**  
**Natural - Indus Blue**  
SC-L-OASIS-NB  
25 X 40 cm  
350 g



**Little Oasis**  
**Natural - Pale Pink**  
SC-L-OASIS-NP  
25 X 40 cm  
350 g



**Little Oasis**  
**Natural - Grey**  
SC-L-OASIS-NG  
25 X 40 cm  
350 g



You can match them with...

**BEREBER COLLECTION**  
Matching Accessories

WASHABLE CUSHIONS



Bereber Linen  
40 x 55 cm | SC-BER-LINEN

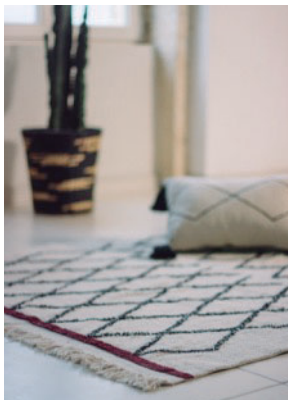


Bereber Burgundy  
40 x 55 cm | SC-BER-BURG



A classic bestseller turned into washable!

- The **Bereber Classics** Collection has also been extended with these classic berber designs that Lorena Canals has turned into machine-washable.
- To satisfy all needs, each reference from this collection is available in **different sizes**.
- The **mixture of colors** woven simultaneously such as linen, black, the new Burgundy and the natural color of cotton provides a **differential and surprising touch** that we can not find in other designs on the market.
- The **beige color** you see on the base of the rugs is from the **natural cotton**, after being carefully selected and washed.
- Playing with **different sewing techniques** such as looping or embroidery, this collection allows us to caress several textures that are very pleasant to the touch.
- The **base of the carpet is visible** on the sides of some designs. This effect, combined with parts that are woven, creates a very original **contrast of textures and reliefs**.
- In this collection, Lorena Canals has decided to play with **different types of fringe** on each design, where once again we see the **craftsmanship** that characterizes the products of the brand, giving them **value and exclusivity**.
- You can **match these rugs** with the **washable cushions** that Lorena Canals is launching simultaneously and that are part of the whole Bereber Classics Collection.
- These rugs are ideal both for **children's rooms** and for **any corner at home**: indoors and outdoors.
- **They are washable**: there is no problem if they get dirty, because you can wash them at home.
- **They are safe**. You can keep them always clean, so children can be in direct contact with the rug.
- **They are handmade**. Every rug is elaborated carefully and individually, so each one is unique. No two are alike.
- Made from **100% natural cotton**, they are soft, cozy and bring warmth to any room. Natural cotton is fresh in summer and warm in winter.
- **They are lightweight** (compared to traditional rugs) so you can easily move them from place to place. You can place them everywhere: from your porch to your room.
- The brand offers high-quality **non-slip PVC underlays** to place under the rugs if necessary.
- Lorena Canals is the **pioneer of the concept of washable rugs and cushions**, which has revolutionized the decoration sector and has been gladly accepted by an increasingly practical and demanding society.
- Lorena Canals offers the **optimum cost-benefit** ratio.
- Lorena Canals is **environmentally friendly**. Non-toxic dyes and 100% natural raw materials are used.
- Lorena Canals undergoes **extensive quality controls**. ISO 9001, ISO 14001, ISO 18001 and AITEX certificates obtained.
- All of the rugs include the **signature of the designer** on the back, which certifies their **quality and authenticity**.
- Lorena Canals is **committed to the childhood** and its development: the brand finances the education of **more than 120 children** in Northern India, giving them the opportunity to decide their future. By buying any item by Lorena Canals, **you are helping hundreds of kids** to go to school and receive the necessary attention. Discover the **Sakula Project**.



# BEREBER

## BEREBER

### TECHNICAL INFORMATION

**Composition:** compact fabric in 100% natural cotton. Filling in 100% polyester.

**Elaboration:** handmade.

**Colors:** natural and black.

**Design:** rectangular cushion with two zigzag black lines embroidered by hand, creating two diamond shapes in different sizes. Black embroidery around the edge. Black pompoms stitched one by one in each corner.

**Size:** 40 x 55 cm

**Weight:** 800 g.



Bereber  
40 x 55 cm | SC-BEREBER

Go on a wonderful trip to the desert and create a cozy decor!

## SELLING TIPS

- This model is inspired by **classic Berber designs** and takes us to a universe where the warmth of the desert sand and the night breeze meet and create a **modern and elegant decor**.
- The background **color** is **natural cotton**, because it is not dyed, and black.
- These cushions suit **children's rooms** as well as **other rooms of the house**. You can put them on sofas, chairs beds and even on the floor as a pouf, together with washable rugs.
- This cushion is the **perfect complementary piece** to our **beige Bereber rug**, one of the most iconic pieces of our brand, with new season colors and the new, round shaped **Trace washable rug**. Following international interior decoration trends, the **Bereber wall hanging** is the new wall decoration piece that comes full throttle and is here to stay. The natural color and the black lines and pompoms make this cushion very decorative and useful, easy to match in **classic decor with an exotic touch, and without recurring bright colors**.
- This is the **first time** Lorena Canals launches into the market washable cushions with a base in 100% natural cotton compact fabric and embroidery.
- **They are washable:** there is no problem if they get dirty, because you can wash them at home.
- You can put them into the washing machine **without taking out the filler**. It's easy and practical!
- **They are safe:** you can keep them always clean, so children can be in direct contact with them. In addition, they're safe for children since they don't have **zippers or buttons**.
- **They are handmade.** Every cushion is elaborated carefully and individually, so each one is unique. No two are alike.
- They are made out of **100% natural cotton** and **non-toxic dyes**, which which are made through an artisanal process. Filling 100% polyester.
- They are **soft, comfy** and bring warmth to any room. Natural cotton is fresh in summer and warm in winter.
- Lorena Canals is the **pioneer of the concept of washable rugs and cushions**, which has revolutionized the rugs sector and has been gladly accepted by an increasingly practical and demanding society.
- You can match the new collection of washable cushions with our **new rugs, blankets, wall hangings and garlands**.
- Lorena Canals offers the **optimum cost-benefit ratio**.
- Lorena Canals is **environmentally friendly**. Non-toxic dyes and 100% natural raw materials are used.
- Lorena Canals undergoes extensive **quality controls**. ISO 9001, ISO 14001, ISO 18001 and AITEX certificated obtained.
- Lorena Canals is **socially responsible** and controls non-child labor. The company does not employ child labor in none of its activities.
- All of our cushions include the signature of the designer, which certifies their **quality and authenticity**.
- **Lorena Canals is committed** to the world of children and their development: it finances the **education** of more than 120 children from northern India, by giving them the opportunity to decide on their future. By purchasing any item from their collection, you **are helping many children go to school and get the attention they need**. Find the **Sakûla Project** through Lorena Canals.





## BEREBER BEIGE

### TECHNICAL INFORMATION

**Composition:** 100% natural cotton. Plastic rod lined in cotton.

**Elaboration:** handmade.

**Colors:** natural cotton color, without dyes, and black lines.

**Design:** Panel made from the same materials and techniques as the washable rugs. This panel hangs from a string on a built-in plastic rod. Hangs from a string stitched to the panel's rod. Fringes and hanging string are in the same main color of the panel. The entire panel is made with a loop technique, both for the black and natural color.

**Size:** panel height 61 cm and width 28 cm, overall height 82 cm and width 28 cm (approx. measurements).

**Weight:** 480 g.



Wall Hanging Bereber Beige  
61 cm x 28 cm / 82 x 28 cm (approx) | HANG-BER-BEIGE

## BEREBER BLACK

### TECHNICAL INFORMATION

**Composition:** 100% natural cotton. Plastic rod lined in cotton.

**Elaboration:** handmade.

**Colors:** black background with geometric shapes in natural cotton color, without dyes.

**Design:** wall hanging panel made from the same materials and techniques used in the washable rugs. This panel hangs from a string on a built-in plastic rod. It hangs from a string stitched to the panel's rod. Fringes and hanging string in the same main color of the panel. The entire panel is made with a loop technique, both for the black and natural color.

**Size:** panel height 65 cm and width 46 cm, overall height 94 cm and width 46 cm (approx. measurements)

**Weight:** 830 g.



Wall Hanging Bereber Black  
65 cm x 46 cm / 94 cm x 46 cm (approx) | HANG-BER-BK

Step into the magical villages of Morocco without leaving home! Discover our new wall hangings!

## SELLING TIPS

- Lorena Canals' new **wall hanging** collection is the reflection of new international trends for wall hangings and is perfect to **decorate any room of the house**: living room, hallway, entrance, children's room, etc.
- The **background of the panel** is made with the same loop technique as the Bereber washable rugs; the texture and warmth of the cotton make it pleasant to the touch and sight.
- The background **tone** is that of natural cotton, without dyes, and black. This panel is decorated with geometric motifs, contrasting with the background. The bottom is finished with trendy fringes.
- The wall hanging perfectly matches our **Bereber rugs** and our new beige Trace rug. As for cushions, the new **Bereber cushion** stands out, as well as the entire **Circle collection** or the practical **new Square cushion**. Any of the Lorena Canals **baskets**, both in natural color and in the new season colors, fit the decor.
- This is the **first time** Lorena Canals launches wall hangings into the market, inspired by the first wall hangings from the 70s, opting for different models with different techniques where handmade, quality work prevails.
- **They are washable**: there is no problem if they get dirty because you can easily wash them by hand with a neutral soap.
- **They are safe**: you can always keep them clean, so children can be in direct contact with them.
- **They are handmade**. Each wall hanging is individually made, so each one is unique. **No two are alike**.
- **They are lightweight**, so you can use them on any support without risk.
- Lorena Canals offers the **optimum cost-benefit ratio**.
- Lorena Canals is **environmentally friendly**. Non-toxic dyes and 100% natural raw materials are used.
- Lorena Canals undergoes extensive **quality controls**. ISO 9001, ISO 14001, ISO 18001 and AITEX certificated obtained.
- Lorena Canals is **socially responsible** and controls non-child labor. The company does not employ child labor in none of its activities.
- **Lorena Canals is committed** to the world of children and their development: it finances the **education** of more than 120 children from northern India, by giving them the opportunity to decide on their future. By purchasing any item from their collection, you **are helping many children go to school and get the attention they need**. Find the **Sakûla Project** through Lorena Canals.