

BEREBER CANVAS



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TECHNICAL INFORMATION

Composition: 100% natural cotton

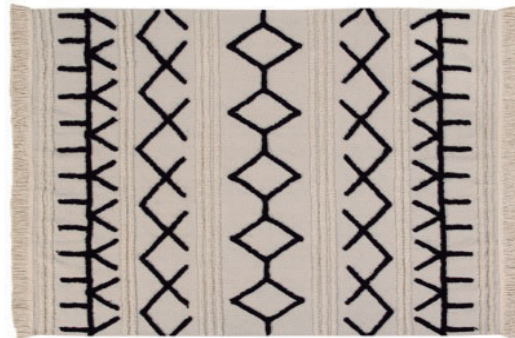
Elaboration: handmade

Colors: natural and black

Design: Natural base classic bereber design with washed canvas base and on top lines and rhombs pattern in natural and black yarn. Double row of fringes in natural colour at edges.

Size: 170 x 240 cm, 140 x 200 cm and 120 x 160 cm

Weight: 4,80 Kg, 3,25 Kg and 2,25 Kg

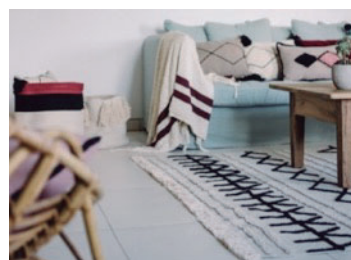


Bereber Canvas

170 x 240 cm | **C-BER-CANV-L**

140 x 200 cm | **C-BER-CANV-M**

120 x 160 cm | **C-BER-CANV-S**



The new concept of washable rug for floors and walls!

- With the same style than the Bereber designs, Lorena Canals launches a **new concept of washable rug**, in which **the cotton base of the rug is not sewed** and gets more importance and visibility.
- Available in **3 sizes**, this is the **most innovative design** of the new collection. The base of the rug, made from recycled cotton and no dyes, takes the role of a canvas, in which some sewed black lines draw an **ethnic-inspired pattern**.
- The most part of the base on these rugs is visible and **has not been woven**, allowing us to offer, for the first time, a **washable rug in a bigger size** that can fit in a conventional washing machine: **170 x 240 cm**.
- The **beige color** you see on the base of the rugs is from the **natural cotton**, after being carefully selected and washed. Due to it is **recycled cotton**, you will see **different shades on the base** that are part of the exclusivity of the product and its artisanal elaboration process.
- This effect between the base of the carpet and the parts that are woven creates a very original **contrast of textures and reliefs**, which is very pleasant to the touch.
- A **double raw of fringe** has been sewn on both sides of these rugs.
- This new concept suggests **other styles of decoration**, where the carpet is not only for the floor, but also for the wall decor, to **hang it as a tapestry**.
- 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**.



- 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



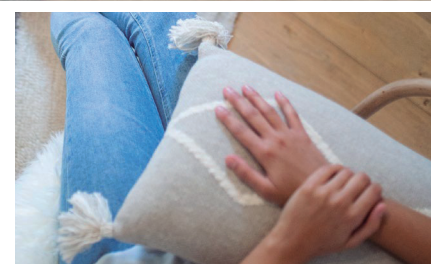
Little Oasis
Natural - Indus Blue
SC-L-OASIS-NB
25 X 40 cm
350 g



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



BEREBER

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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

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.
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