

HOPI

During the last 20 years, Lorena Canals has evolved to become one of the most well-known brands and creator of washable rugs at home. Now, WOOLABLE by LORENA CANALS® is here to revolutionize the washable rug concept once again.

The first machine Washable Wool Rugs. Handcrafted one by one by our skilled artisans using natural wool fiber. The perfect option for everyday life. Join the revolution!

Lorena Canals' rugs are designed to be lightweight and practical. Ideal to go into your home washing machine. Now, everything is washable, even wool!

More than 40 references to choose from for your home. Composed of 4 collections: Hopi, Free your Soul, Fields and Bohemian classics. Very special designs with significant messages behind which convey a whole new world of emotions, peacefulness and mysticism to Lorena Canals.

Adaptable rugs for every space of your home. Come in five sizes: 80x140, 90x240, 140x200, 170x240 to 200x300

A cotton bag and a non-slip underlay is included with every rug.

Wool + Washable + Rug

WOOLABLE by Lorena Canals
The first machine washable wool rugs. Join the revolution!



Wool is distinguished to be a high-quality fiber, natural, sustainable, and prized for its exquisite characteristics. All our products are made artisanally out of natural wool fiber.



Following our corporate values, we handcraft products that are safe and eco-friendly. We use natural raw materials, sustainable and natural non-toxic dyes which are safe and respectful to the environment.



Join the revolution with the first washable wool rugs. Now, you can get them dirty! Because life happens, everything should be washable, even wool!



We achieve the best results, applying natural non-polluting dyes that follow our eco-friendly values. Every new collection adds brand new colors to Lorena Canals' colors palette.



From the selection of the best wool fibers until the final finishing, 10 artisans are involved to take care of each detail to make your rug unique. Handcrafted one by one, no two are alike.



Lorena Canals works personally to give children a better future providing schooling for children in northern India. By purchasing our products you contribute to our Sakula Project!



The first wool washable rugs!

HOPÍ COLLECTION

The Hopi collection is inspired in the Hopi community, the oldest North American tribe on the continent. An American Indian culture rooted to spirituality as they profoundly believe that everything, including objects, contains a soul given from nature. The designer, Lorena Canals, also believes in the soul of things, everything even a business requires to have a spirit. Reason why, the collection wants to transmit peace, mysticism and positivism throughout rugs that have been inspired by the artwork of this tribe. The Hopi Collection is handcrafted one by one by our artisans using neutral and hippie colors; expressing in this way, the history and values of the tribe: soul, harmony, and wisdom. The designs from this collection are not only designs that decorate an environment but also carry significant messages.

ZUNI

SELLING TIPS

- Inspired by the Hopi tribes' **ancient handcraft traditions**, in this case their emblematic handmade necklaces.
- This design can be used as a **rug or wall decoration**. Ready to transform home decoration into a **cozy and hippy area** with a bohemian touch.

Colors used: Natural, Almond Frost, Silver Gray, Honey Dew, Ocean Blue
Pile: Fluffy long and medium

ONE-KNOT
MESSY WOOL
FRINGES



Zuni
WO-ZUNI-L
170 x 240 cm



Zuni
WO-ZUNI-U
90 x 240 cm

The first wool washable rugs!

KACHINA

SELLING TIPS

- The Kachinas were a central element in the Hopi culture. Pieces with soul, passed down for generations, to transmit wisdom and well-being.
- The designer has played with different types of textures and wool length to give to each rug a bohemian, colorful and mystic touch.
- Due to the different pile lengths and amount of color combinations, this rug is one of the most handcrafted pieces of the collection.

Colors used: Natural, Sandstone, Blue Fog, Smoke Blue, Cinnamon, Spiced Coral, Charcoal

Pile length: fluffy long, medium and short



Kachina
90 X 240 cm



HAND-KNOTTED
IRREGULAR WOOL
FRINGES

INSPIRED BY
THE HANDCRAFTED
KACHINA
CARVED-WOOD DOLLS OF
THE HOPI TRIBE



Tuba
WO-TUBA-M
140 x 200 cm

DIFFERENT PILE
LENGTHS AND
AMOUNT OF COLOR
COMBINATIONS



DYED BASE IN LINEN
COLOR, SLIGHTLY VISIBLE
THROUGH THE WOOL PILE



Tuba
WO-TUBA-L
170 x 240 cm

SELLING TIPS

- Inspired in American Indian mystical symbols. Tuba adds a Bohemian essence to every environment.
- This rug is one of the most handcrafted pieces of the collection.

Colors used: Seashell, Almond Frost, Pale Blush, Dusty Pink, Smoke Blue, Misty Rose, Champagne, Sandstone, Silver Gray

Pile length: medium and short

TUBA

ARIZONA

SELLING TIPS

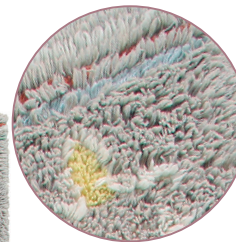
- Ancient tribal art and exquisite color combinations define this rug, resulting in a piece of art in itself.
- Finished with messy lines of long and medium pile at edges.

Colors used: Sandstone, Silver Gray, Charcoal, Natural, Blue Fog, Sunlight, Cinnamon, Sage

Pile length: medium and long



Arizona
WO-ARIZONA
170 x 240 cm



MIXING MEDIUM
& LONG PILE WOOL



HOKAN

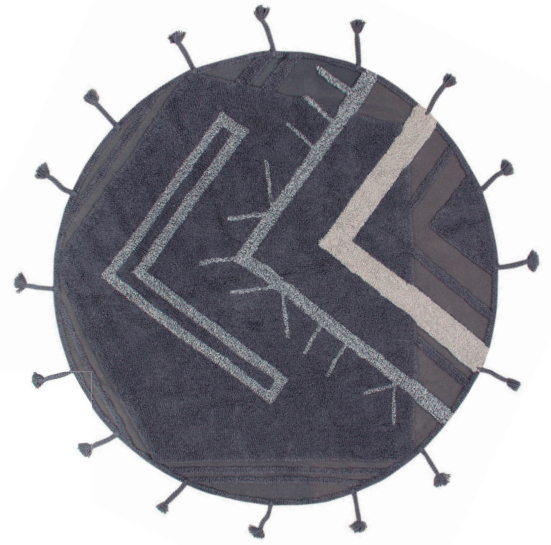
SELLING TIPS

- Inspired by american indian artisanal emblematic teepees with traditional symbols of the Hopi tribe.

Colors used: Silver Gray and Natural
Pile length: Short cotton canvas in Charcoal color



HANDMADE
WOOL
BRAIDS



Hokan
WO-HOKAN
Ø160 cm



Bannock
WO-BANNOCK
Ø160 cm

ROUND
SHORT PILE
WOOL RUG

BANNOCK

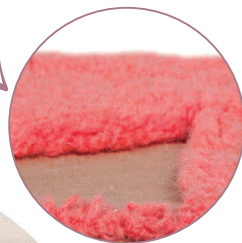
SELLING TIPS

- Bannok is an ethnic inspired design, it will bring a natural bohemian essence into every corner of home decoration.

Colors used: Natural colors, Sandstone, Moonlight, Almond frost
Pile length: Short cotton canvas in Natural color

"I HAVE ALWAYS BELIEVED THAT EVERYTHING NEEDS TO HAVE ITS OWN IDENTITY, AN INNER SOUL THAT SETS IT APART FROM OTHERS."
- Lorena Canals

WOOL RUG WITH BARE
AREAS OF COTTON
CANVAS IN LINEN COLOR



Chinook
WO-CHINOOK
Ø160 cm

CHINOOK

SELLING TIPS

- The teepees of the Hopi tribe were the main inspiration of the Chinook rug. Chinook will bring coziness with a bright coral essence into every home decor.

Colors used: Spiced Coral, Champagne, Sea shell
Pile length: Short and cotton canvas in Linen color

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