

**AFRICA**



# AFRICA COLLECTION



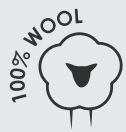


During the last 20 years, Lorena Canals has evolved to become one of the most well-known brands and creators of washable rugs at home! Now, **WOOLABLE by LORENA CANALS®** is here to revolutionize the washable rug concept once again.

**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!**

# WOOL WASHABLE RUGS



All our products are made artisanally out of natural and high-quality wool fiber, enhancing the beauty of our rich color palette.



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.



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.



You can get them dirty! Because life happens, now everything is machine washable, even wool!



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 Sakūla Project!





## AFRICA COLLECTION

Irregular contours, uneven borders and a bright earthy color palette are distinguishing features of this collection. **Each rug is hand-loomed and stitched by our talented artisans, applying our unique techniques.**

A **message from nature and the wildlife present in this part of the world** emerges behind each piece of this collection. We wanted rugs to be **more than just rugs**, and convey the sensations of Eastern Africa's powerful nature and its people's simple way of life. It **tells us a story** of how to **live and learn from nature, in total connection with the wilderness.**

The **Maasai Mara** tribe is one of the **most emblematic tribes in Eastern Africa**; well known to visitors as they are the only ones allowed to live within the National Reserves. The Maasai people have co-lived for centuries surrounded by wild animals, surviving as their neighbors thanks to the mutual respect between humans and wildlife.

**Red** is a color closely related to the **Maasai** people. When going on safari, it is common to spot a Maasai shepherd as a **red spot in the distance**, surrounded by the great outdoors. They usually dress in dark or bright red, a color that symbolizes their **close bond with Mother Earth**. And funnily enough, red is also a useful, life-saving color as it literally helps to chase away wild animals. The Maasai people and their **primitive way of life deserves all our respect**, and to honor them, our Africa collection is filled with red hints, present in small details, to symbolize the Maasai warrior. For example, every rug comes with a special **red canvas label**, and in many **rug designs a red spot serves as a tribute to these brave wildlife guardians.**

*A walk into the endless land*







The Africa collection comprises **8 different designs** that vary in colors and sizes to make up a total of **28 new references** in the **Woolable by Lorena Canals®** catalog. The colors for this collection are all inspired by the **hues found in the East African landscape and elements of the tribal culture**, with a palette including different **shades of brown** from acacia wood; **terracotta or oxide** hues from clay or the amazing sunsets; **ivory white** from Cowrie seashells and Zanzibar's white sandy beaches; **yellow and dusty pink** from African wax print fabrics; **Linen** or beige, from the cracked Serengeti dry mud; **green** from vegetation-clad Ngorongoro craters; and, of course, the unmistakable **vibrant red** that is essential to the Maasai tribes.

Each piece in the Africa collection is **named in Swahili language** in an attempt to grasp the **essence of the East African way of life**, infused with primitive wisdom, spirituality and plain simplicity. **Handcrafted finishes** made by our skilled artisans turn each design in a **unique work of art**, with intricate details that convey an underlying symbolism or meaning. Moreover, no two rugs are the same as they are all unevenly shaped and include delicate hand-finished details such as braids, embroidery or tousled fringes.



The perfect option for your everyday life



## LORENA'S INSPIRATION



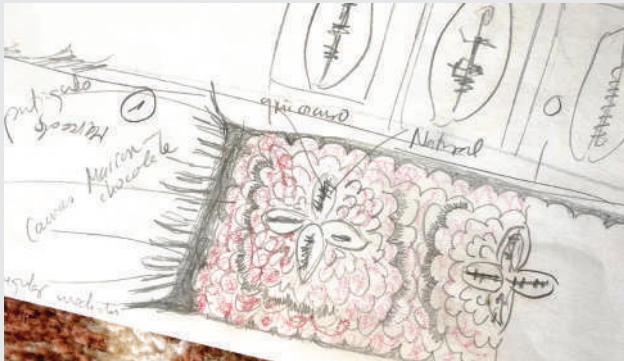
Lorena Canals found **her inspiration for this collection in a journey to Eastern Africa**. This part of the continent is famous for its beautiful **nature, rich heritage** and incredibly talented **artisans**, makers of distinctive **home goods, jewelry** and **beaded accessories**, and –most uncommon to us Westerners– able to **survive in the wilderness, co-living with native animals**. From **vibrant colors to unique prints, woodcarvings and traditional beadwork**, handcrafted by different African tribes, everything becomes an endless source of inspiration.

This collection comes as Lorena's wish to **bring people and nature closer together**.

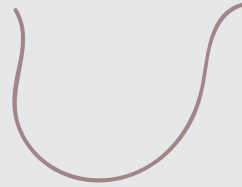


## Woolable Washable Rug Cowrie Bracelet

WO-BRACELET | 90x240 cm



IRREGULAR EDGES



Considered spiritual blessings from the ocean, Cowrie shells are highly appreciated and have a long history of different uses throughout the centuries, one of them being the currency used for trading with people from the Asian continent. In Africa today they are still used in weddings and traditional ceremonies, as **jewelry or in crafts, symbolizing wealth and fertility**.

- The inspiration from the East African craft cuff bracelets and necklaces worn by tribe women. Made with **seeds and decorated with the precious Cowrie shells**, these simple yet beautiful jewelry pieces have been turned into a rug to embellish our homes.
- Handmade with the same patience and skill as the African women apply when making their bracelets, the Cowrie Bracelet rug has been carefully crafted by our artisans.
- **Different pile heights and color blends**, we assure every detail to achieve the final look.
- Many **different yarn blends** that make up this rug combine an array of exotic colors –achieved with non-toxic **natural dyes**– that mimic nature's hues.

**USED COLORS:** Charcoal, Almond Frost, Champagne, Moonlight, Seashell, Natural, Spiced Coral and Arabesque. Reddish notes of Terracotta and Oxide, and the Acacia Wood brown.

**PILE HEIGHT:** 1 - 2,5 cm



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## Woolable Washable Rug Bahari

WO-BAHARI-S | 80x120 cm

WO-BAHARI-L | 170x240 cm

WO-BAHARI-XL | 200x300 cm



BAHARI  
MEANS "SEA"  
IN SWAHILI

**USED COLORS:** Natural, Almond Frost, Charcoal, Sunlight, Arabesque

**PILE HEIGHT:** 1,5 - 2,5 cm

Admiring the presence of the vast Indian Ocean at the shores of the East African coast, inspires a sense of freedom, spiritual peace and a reminder of gratitude towards Mother Nature's treasures. Lorena loves seashells and collects them on her trips around the world – she enjoys picking them herself at beach shores. During her stay in Zanzibar, the Cowrie shells lying at the shores, swept by the ocean's rhythmical waves, served as inspiration to her.

These beautiful seashells, of white and brown colors, are highly treasured. They are most abundant in the Indian Ocean and can be found along its coasts and island shores. The cowrie shells gained popularity throughout ancient times being used for centuries as currency in the trade networks of Africa and Asia. Legend has it that **cowrie shells are a gift from the water deity Mami Wata** (Mommy Water), and symbolize the **spiritual powers of the ocean**.

EXPOSED CANVAS  
DECORED WITH  
AFRICAN EMBROIDERY

DIFFERENT PILE  
HEIGHTS



- The Bahari rug intends to **bring a part of this sacred ocean spirit into our homes**.
- Made in natural-color wool, the precious cowrie shells are represented through an artisanal technique that plays with **different pile heights** to create an alternating embossing and debossing effect of the seashells' silhouettes.
- Part of the canvas is exposed on one border, carefully **decorated with embroidery** and finished with a short-pile stitch edging.
- **Soft and fluffy, this rug is elegant as well as unique and is surely to become the masterpiece of your home.**



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## Woolable Washable Rug Kinga

WO-KINGA | 140x200 cm

KINGA MEANS  
"PROTECTION"  
OR "SHIELD"  
IN SWAHILI

REMOVABLE NEW  
AFRICAN TASSELS



MIXED YARN



**USED COLORS:** Natural, Sea shell, Sandstone, Walnut, Almond Frost, Silver grey, Moonlight, Cloud grey and Charcoal.

**PILE HEIGHT:** 2,5 cm

- Some typical objects found in **African tribal life** are their beautiful **handcrafted shields**, used for **protection** when hunting or, simply, as ornamental gear in **dancing ceremonies**.
- Tremendous handcrafting skills and **deep meaning** are hidden behind every shield. Different symbols and colors serve to communicate different achievements –great bravery, for instance–.
- Made in an **irregular, oval shape** and imitating the typical **hand-stitched cowhides**.
- Artisanally tufted using **medium pile height and mixed yarns** to achieve blended color shades.
- A final touch detail made up of **two handcrafted woolen braids** which can be **easily removed** for washing the rug.

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## Woolable Washable Rug Naranguru

WO-NARANGU-L | 170x240 cm



THE RUG PILE DISAPPEARS  
INTO THE CANVAS BASE

One of the most impressive memories Lorena holds from her stay in Tanzania, was finding herself amidst the vastness of nature, surrounded by **endless extensions of open land, from one end to other of the horizon, only discontinued by the silhouettes of the iconic Acacia trees**. These play an important role for the inhabitants of the savannah, serving as umbrellas during rain season or as sunshades for the animals to shelter and rest under when the sun is hot.

ACACIA TREE SILHOUETTES

**USED COLORS:** Soil brown canvas base, Cinnamon, Arabesque, and Charcoal. Embroidery and fringes in Almond Frost.

**PILE HEIGHT:** 1,5 - 2,5 cm

HAND-EMBROIDERED LETTERING

- **Inspired by these endless plains with their scattered Acacia trees** and shifting color nuances – from misty mornings to **intense red sunsets**.
- Made in mixed shades of burnt Terracotta, the rug features subtle **Acacia tree silhouettes**.
- One of the borders is finished with a strip of exposed canvas featuring **hand-embroidered lettering that reads “The Place Where the Land Runs Forever”**, a phrase that perfectly describes the **Serengeti park**, which in Maasai language means exactly that: "Endless plains".
- The edging is finished with sewn strips of yarn in alternating colors, and tousled, hand-knotted fringes. The opposite border shows the Terracotta rug pile seemingly disappearing into the canvas and gradually revealing the brown base, like tree roots penetrating the soil.
- Intricate handcrafted details that make for a unique and special piece, able to transport us to the Serengeti.



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La opción perfecta para el día a día



## Woolable Washable Rug Enkang

WO-ENKANGA-L | 170x240 cm

WO-ENKANGA-XL | 200x300 cm

WO-ENKANGA-P | 70x200 cm

The word Enkang means **“fences”** in Swahili, and in the context of the Maasai tribe it represents the **wisdom of simplicity** – how something as simple as a fence may save your life when sharing your territory with wild animals.

The **Maasai's fences** are usually built using **thorny acacia branches** to protect villages and cattle from wild animals. In the tribe's everyday life, these acacia poles play a crucial role in the **protection of their community**. As part of their semi-nomad way of life, they even take the wooden poles with them when settling in a new area. Something as simple as these acacia branches used for fencing, or even the poles that the Maasai use, from a very young age, as a defense weapon against wild animals when walking outside their villages –doubling up as a resting support to avoid laying down in the wild–, are what inspired a concept of simplicity behind this rug's design.

IN HARMONY WITH THE SURROUNDING WILDLIFE

**USED COLORS:** (Brown) Canvas base in Acacia Wood brown, pile in a mix of Almond Frost and Champagne, and details in Arabesque color.

**PILE HEIGHT:** 0,5 - 1,5 cm

BROWN AS ACACIA WOOD



A SHORT-LONG  
PILE GAME



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## Woolable Washable Rug Enkang

WO-KANGIVO-L | 170x240 cm

WO-KANGIVO-XL | 200x300 cm

WO-KANGIVO-P | 70x200 cm

- Contrasted short and medium pile heights, creating a subtle pattern that mimics the **acacia wood fencing**.
- Slightly irregular contour, and each of its four **corners displays a handcrafted braid**. Three of these symbolize the roots of a tree, and one has contrasted details in Arabesque color – a hint to the red-clad Maasai shepherds commonly spotted amidst the wilderness. The braids can be **removed easily** to avoid damage, when washing the rug.
- This design comes in two color versions – one in dark **Acacia Wood** brown and the other in **Ivory** white, both combined with yarn blends in similar colors.

**USED COLORS: (Ivory)** Canvas base in Natural, pile in Natural with details in mixed Natural and Champagne, and details in Arabesque color.

**PILE HEIGHT:** 0,5 - 1,5 cm

RED DETAILS FOR AN  
UNIQUE AFRICAN TOUCH



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This information is strictly confidential. Please do not share our collections with anybody until launch, next September.

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## Woolable Washable Rug Shuka

WO-UKA-SEA-L | 170x240 cm

WO-UKA-SEA-XL | 200x300 cm



### AFRICAN PATTERNS THAT REPRESENT MOODS

In Africa, art is expressed in many ways – from **traditional handicrafts to printed fabrics in vibrant colors**. Kitenge is a kind of traditional cotton batik print fabric, commonly used as clothing in many East African countries, such as Tanzania and Kenya. Kitenge is made in a great variety of colors and patterns, using symbols that represent moods, feelings, cultures, and traditions of native African people.

The nomad way of life of the Maasai people –following cattle migration– has made them self-sufficient. Part of their rich culture includes making their own artisanal jewelry and hand-printed fabrics. **The Maasai traditionally wear bright red kitenge garments to symbolize their love for the Earth and dependence on nature.** Red is also a useful color to help them keep wild animals at bay.



EXPOSED CANVAS  
WITH CONTRASTING  
PILE LINES



**USED COLORS: (Seashell)**  
Seashell, Natural, Cinnamon  
and Champagne.

**PILE HEIGHT:** 1 - 1,5 cm

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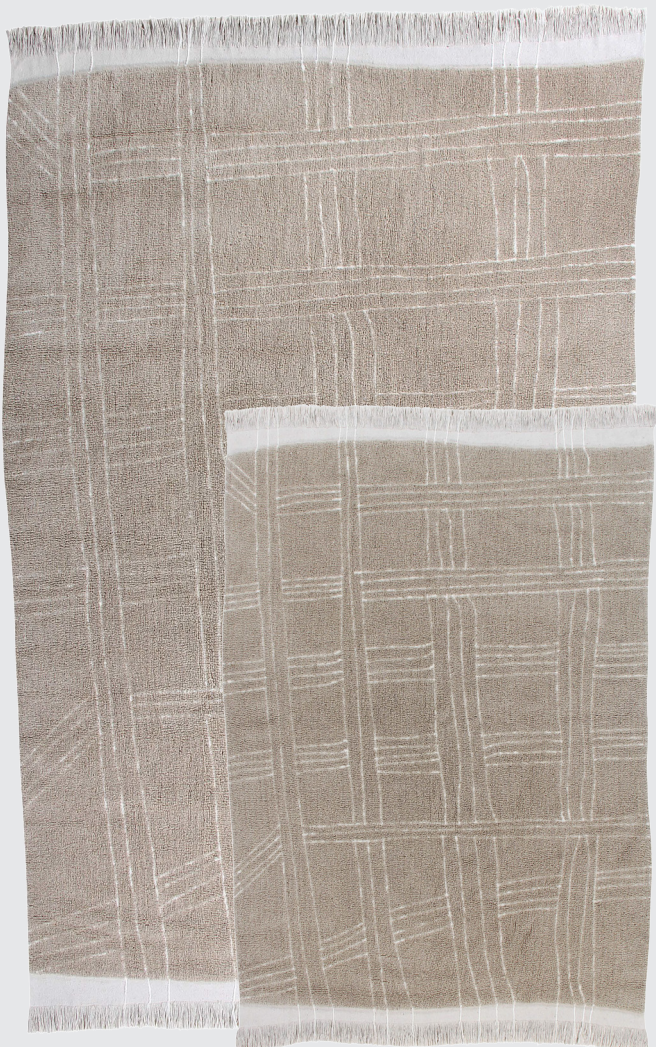
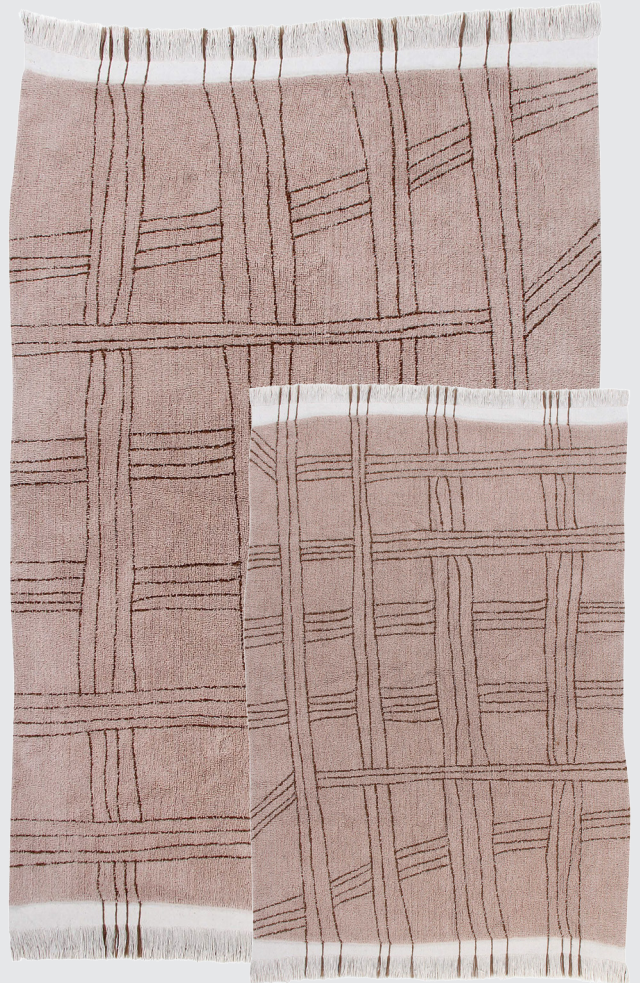


## Woolable Washable Rug Shuka

WO-UKA-SAND-L | WO-UKA-DUST-L | 170x240 cm

WO-UKA-SAND-XL | WO-UKA-DUST-XL | 200x300 cm

- Lorena was captivated by the **rich variety of fabric patterns** found in this part of Africa, and this **inspired her to create the Shuka rug** – a design evolved from the Maasai's tartan checked shuka plaid.
- Leaving aside the Maasai's bright red, our rug is made in **three softer colorways**, all named after the **East African nature's rich color palette: Seashell** from the ocean shores, **Sandstone** from the immense plains, and **Dusty Pink** from the glow of the early sunrise.
- The Shuka rug is tufted using **short pile** in mixed, subtle-colored yarns, cut across by contrasted lines in a shorter pile, creating an **irregular checked pattern**.
- The rug's contour is uneven and the canvas base is exposed at the borders. The checks' contrasting **lines continue their path embroidered onto the canvas edging** and blending into its fringes.



**USED COLORS: (Sandstone)** Sandstone, Natural and Champagne. **(Dusty Pink)** Pearl grey, Dusty Pink, Honey Dew colors and Walnut.

**PILE HEIGHT:** 1 - 1,5 cm



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## Woolable Washable Rug Karibu

WO-KARIBU-S | 80x140 cm

WO-KARIBU-U | 110x200 cm

KARIBU MEANS  
"WELCOME"  
IN SWAHILI

Hospitality is an essential quality of the Maasai people. Being nomads, the tribe builds its villages solely using the materials provided by the land, such as brick, mud and straw. While, traditionally, men are expected to look after the cattle, it is the women whom are in charge of building the huts, as well as being skilled artisans, doing the cooking, and taking care of the family and the home.

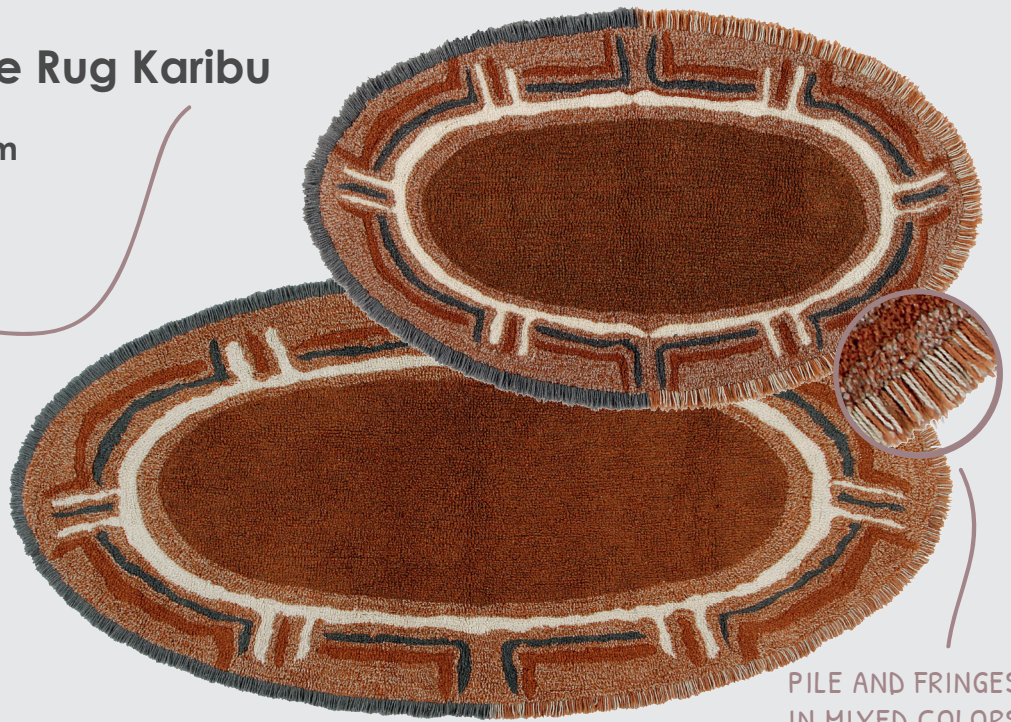
- Our Karibu rug was **inspired by the typical entrance doors of Maasai village clay huts, decorated with tribal motifs** that are painted with natural pigments.

- Like the doors, our rug comes in a **practical oval shape that makes it adaptable to many different spaces**, and is available in **two sizes**.

The rug is tufted in short pile of

- mixed colored yarns in shades of Terracotta and Oxide, with a fringe edging in longer pile in a contrasting shade of dark gray.

- Its border is decorated with tribal symbols – like on the doors –, mixing colors Natural and Gray.



PILE AND FRINGES  
IN MIXED COLORS



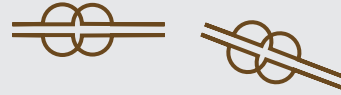
**USED COLORS:** Cinnamon, Champagne, Seashell, Charcoal and Walnut.

**PILE HEIGHT:** 1,5 cm

- With this design, Lorena pays **tribute to all those talented, hard-working Maasai women**, capable of carrying out multiple tasks at the same time, as builders, artisans and homemakers.

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## Woolable Washable Rug Upendo & Maisha

WO-UPENDO-M | WO-MAISHA-M | 140x200 cm

WO-UPENDO-L | WO-MAISHA-L | 170x240 cm

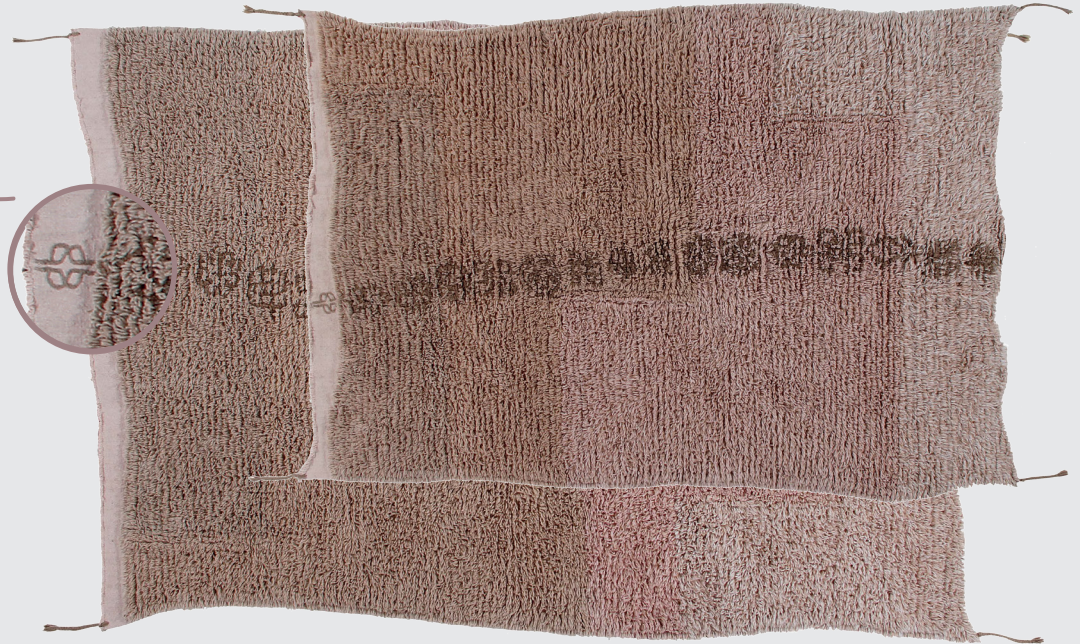
UPENDO MEANS "LOVE"  
AND MAISHA "LIFE"

CANVAS BASE EXPOSED  
WITH CONTRASTING  
STITCHED LINES

### USED COLORS: (Upendo)

Mixed Vintage Nude and Soil Brown canvas base with pile in mixed ombre areas of Frosted Rose, Pale Blush, Misty Rose and Dusty Pink, with details in Quartz.

PILE HEIGHT: 2 cm



There is a kind of superior spirituality, like an ancient wisdom that permeates everyday life, when living in the wilderness – a deep feeling of respect for all living creatures that encourages us to live in the present and enjoy every moment. **We believe Western cultures have a lot to learn from the East African tribes' way of living.**

In this set made up of four designs, Lorena wanted to pass on the tribal philosophy of life, decorating the rugs with **African symbols**, each conveying a deep meaning such as: **"house of peace"**, **"freedom"** or **"wisdom"**.

EACH SYMBOL  
CONVEYS A DEEP  
MEANING

### USED COLORS: (Maisha)

Dark grey canvas base with pile in mixed ombre areas of Champagne, Silver Gray, Moonlight, and Cloud Gray with African symbols and woolen braids in Charcoal.

PILE HEIGHT: 2 cm



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## Woolable Washable Rug Amani & Jambo

WO-AMANI-M | WO-JAMBO-M | 140x200 cm

WO-AMANI-L | WO-JAMBO-L | 170x240 cm



HANDCRAFTED  
WOOLEN BRAIDS

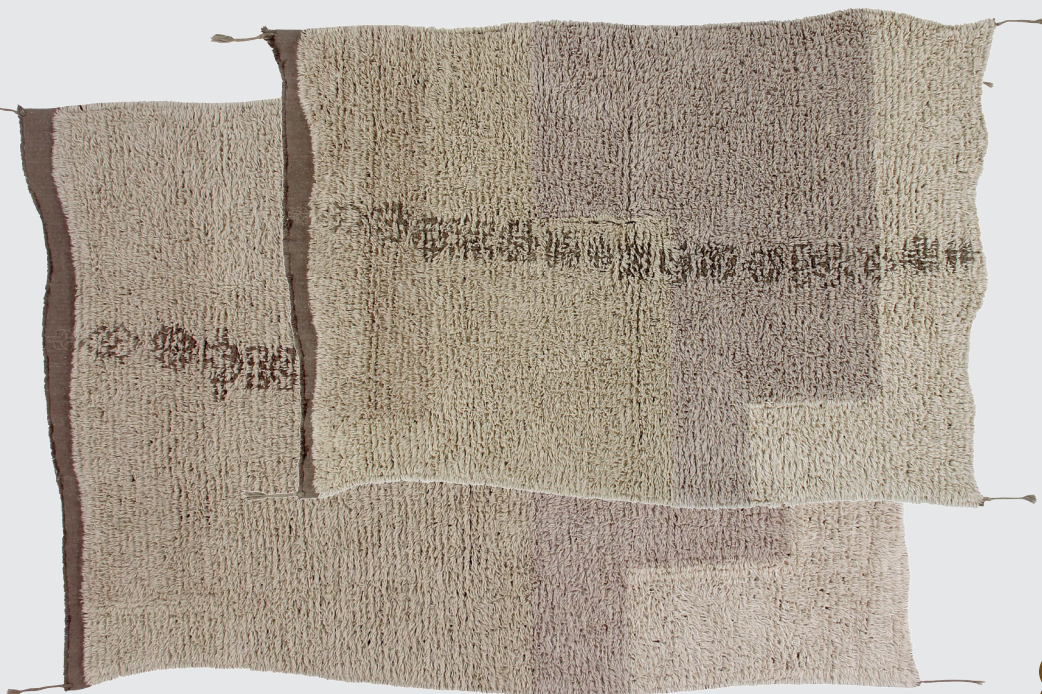
JAMBO MEANS "GOOD THING"  
IN SWAHILI, AND AMANI "PEACE"

- These rugs play with a mix of different shades, achieving a slight **ombre effect**, inspired by the changing color nuances of the landscape through the effect of daylight.
- Tufted in **medium pile height** with the canvas base exposed between the stitched lines in a contrasting color.



MIX OF DIFFERENT SHADES

- As in all designs included in the Africa collection, the rug's contour is **not perfectly straight**, but uneven, inspired by the colorful textiles that tribes often hang up to dry in the sun.
- A strip of woven symbols crosses down the center of the rug vertically, to finish in an **embroidered icon on the canvas border**.
- The rug has an **undulating, uneven contour** with a **cut-edge finish on the borders**, and **decorative handcrafted woolen braids** at each corner.
- The design is available in **four different versions of color combinations**, each with a different meaning.



**USED COLORS: (Jambo)** Mixed Natural and Soil Brown canvas base with pile in mixed ombre areas of Natural, and Sandstone, with details in Sandstone. **(Amani)** Brown canvas base with pile in mixed ombre areas of Seashell, Sandstone, Almond Frost, Moonlight and Champagne, with details in Almond Frost.

**PILE HEIGHT:** 2 cm







**IMPORTANT.** This content is confidential until the release date.  
Join our global launch on September 21st! @woolablebylorenacanal