

**AGATHA RUIZ DE  
LA PRADA x  
LORENA CANALS**

# AGATHA RUIZ DE LA PRADA x

Both entrepreneurial Spanish women and successful designers, **Agatha Ruiz de la Prada** and **Lorena Canals** share a few things in common. As well as running their own signature businesses – the former in the field of fashion, licensing and product design, and the latter with over 20 years experience in designing washable rugs and textile decoration for the home – they both find meaning in what they do by giving back to good causes. Through her **Sakûla Project**, Lorena supports underprivileged children in India providing schooling and a meal a day; while Agatha raises funds for **cancer research among other causes**.

Now, these two empowered female designers collaborate together to come up with a product that merges both their creative worlds, bringing fashion into home decor.



THE **AGATHA RUIZ DE LA PRADA x LORENA CANALS**  
COLLABORATION LINKS THE FASHION WORLD TO HOME  
DECOR, GIVING BACK TO CHARITY CAUSES.



## ABOUT LORENA CANALS

Established in 1990 and pioneers of the **washable rug concept**, Lorena Canals are makers of natural cotton and wool rugs with matching textile accessories for home decor that are both **stylish and practical**, **designed in Barcelona and handmade in India**.

Everything began when founder and head designer, Lorena Canals, asked herself –“Why can't we wash our kids' rugs at home?” With no suitable solution found on the market, she set out to make her own. Today, Lorena Canals has become a reference in the field of home decoration with worldwide distribution.

With two factories of its own in **India**, offices in **Barcelona** and **New York**, as well as warehouses in **Europe**, **Asia** and the **United States**, the designer works side-by-side with more than **170 artisans** who take care of every detail in a fully handmade manufacturing process.

**"I LOVE TURNING EVERYTHING I SEE AROUND ME INTO RUGS. WITH THIS COLLABORATION WE HAVE BROUGHT A PIECE OF AGATHA'S CREATIVE UNIVERSE INTO THE HOME BY REVAMPING ONE OF OUR ICONIC PUFFY RUGS WITH AN 'AGATHIZED' TWIST AND BOLDER COLORS. WE WANTED AGATHA'S IMAGINARY TO STEP OUTSIDE THE FASHION ARENA AND INTO THE REALM OF DECORATION, BRINGING BOTH OUR CREATIVE WORLDS INTO COMMON GROUND FOR A GOOD CAUSE."**

The brand prides itself on quality in every aspect of production. **Natural raw materials, non-toxic dyes, fair trade and sustainable** manufacturing are the values by which it stands. Also, founders of the **Sakûla charity project** which provides educational support to underprivileged children in Northern India. Every purchase of Lorena Canals' products helps improve these children's lives.

Lorena Canals offers contemporary home decor, yet practical and worry-free. Ideal for kids' rooms, nurseries, and for the **home as a whole**, allowing for **mix & match**, for a perfectly coordinated decor. Its rugs and accessories are available in a wide **variety of designs**, colors and sizes to suit everyone's style and meet the needs of modern life.



## ABOUT AGATHA RUIZ DE LA PRADA

Agatha Ruiz de la Prada (Madrid, 1960) studied at the Escuela de Artes y Técnicas de la Moda in Barcelona. **At the age of 20 she started working** with the designer Pepe Rubio and a year later she presented her first collection.

"NOTHING EXCITES ME QUITE AS MUCH AS COMMONPLACE OBJECTS TAKING ON A LIFE AND PERSONALITY OF THEIR OWN. A SPLASH OF COLOUR, OF WIT, OF DESIGN, WILL GO A LONG WAY IN MAKING SOMETHING MAGICAL OUT OF THE EVERYDAY. AN OBJECT IS GIVEN THE OPPORTUNITY TO BE SO MUCH MORE THAN ITS FUNCTION, IT IS GIVEN A POINT OF VIEW, AN OPINION ON THE WORLD, A UNIVERSE OF FANTASIES. IDEALLY EVERY OBJECT SHOULD BE APPROACHED AS A PORTAL TO THE BEYOND."



Her collections have been shown in the **fashion capitals** of Paris, Milan and New York, as well as being invited to the **world's leading catwalks**. Her journey through Spanish fashion has been **recognized with numerous awards** and compiled in the Agatha Ruiz de la Prada Foundation since 2011.



## Washable Rug Puffy Agatha

C-PUFFY-AGA | 160x180 cm

**Composition:** 100% Natural cotton

**Design:** Heart-shaped puffy rug: (rug + cushion) in red and magenta

**Manufacturing:** Handmade

**Size:** 160x180 cm

**Weight:** 4,9 kg



Our popular Puffy Love rug makes a comeback in a **bolder, passion red version**, as **seen through the eyes** of fashion designer **Agatha Ruiz de la Prada**. Lorena Canals takes a leap into color with an “**Agathized**” version of her original vintage-pink Puffy Love rug in this new collaboration, **that links home decor with the world of fashion**.





LORENA CANALS' CLASSIC DESIGN  
PUFFY LOVE IS CUSTOMIZED BY  
AGATHA RUIZ DE LA PRADA FOR A GOOD CAUSE

## SELLING TIPS

- The newly revamped rug sports **the designer's iconic heart shape** in bright red with a smaller heart-shaped cushion attached to one side, in a contrasting shade of fuchsia pink.
- Originally conceived as nursery room decor in its softer pink version – doubling up as a tummy-time mat for babies and a toddlers play rug – the new design makes for a bolder, livelier decor not only **suited to the little ones** but a fun piece that will add an eye-catching **touch of color to a chill-out area, a studio or any part of the home.**
- **Sustainably handmade** in India by our skilled artisans, tufted in 100% **natural cotton** and tinted with **non-toxic dyes.**
- The entire piece, including the cushion, is **machine-washable** to ensure the **safety and hygiene of children's spaces,** making it absolutely **worry-free.**
- It comes neatly packed in a practical custom-designed cotton tote bag.
- Manufactured ensuring **fair trade** conditions to artisans involved in the making. It also supports a **charity project** for schooling underprivileged children in North India under the Sakûla Project, founded by Lorena Canals. Moreover, the Puffy Agatha rug also gives back to the Spanish Association of Breast Cancer (AECC). Two good causes that make this rug a meaningful product, adding its little grain of sand to help both children and women.