

**DONNA WILSON
X WOOLABLE BY
LORENA CANALS**

DONNA WILSON x

WOOLABLE®
by
Lorena Canals

THE COLLECTION

The idea of the collaboration of **Donna Wilson for Woolable by Lorena Canals** began to take shape in the moment that *Lorena Canals* launched her new revolutionary concept of washable wool rugs – **Woolable by Lorena Canals®**. A long-time admirer of Donna Wilson's work, Lorena thought it would be great to **design something together, and join both their passions for wool**. In this collaboration, *Donna Wilson* contributes with her **bold and colorful signature designs** while Lorena Canals offers her **know-how** and more than **two-decade experience in artisan rug-making**, working closely with skillful artisans at her factory in India.

This collection is also a hint to Donna Wilson fans across the globe, in search for **beautiful pieces to decorate their homes**. The rugs have been developed from Donna's graphic art, reinterpreted in a more subdued palette as per Lorena Canals' washable wool color chart, making use of **melange yarns** to imitate the **watercolor paintings** of the original designs. The rugs are tufted in **different pile heights**, for an interesting surface, over a cotton canvas base, making them **lightweight and flexible**, and of course, **machine-washable at home**, like all rugs in the Woolable by Lorena Canals range.



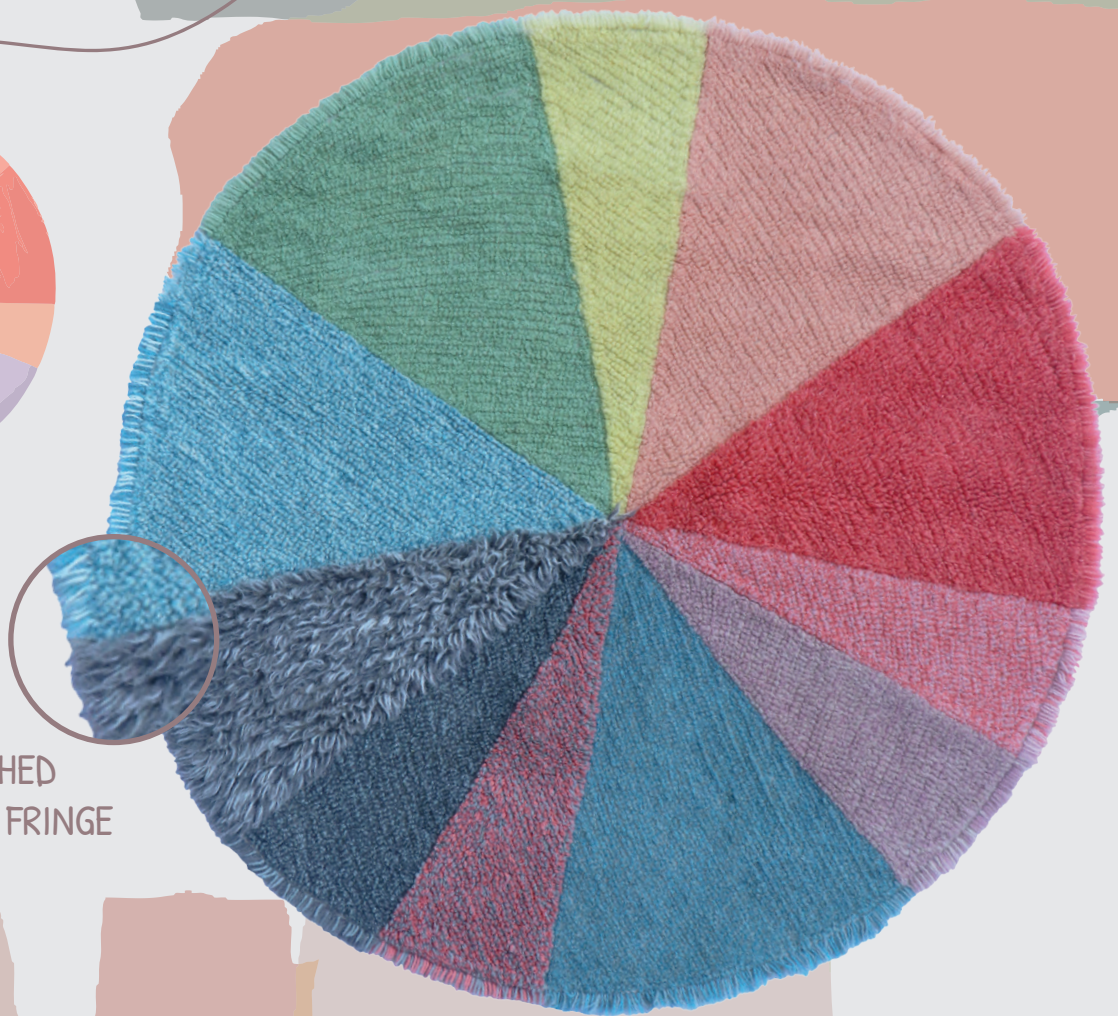
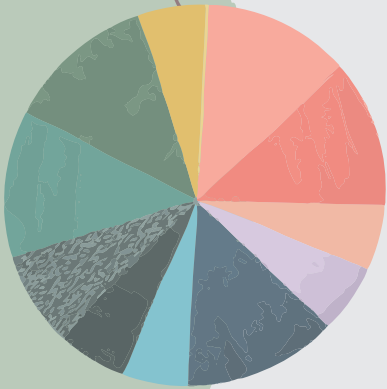
The perfect option for your everyday life



Woolable Rug Pie Chart

WO-PIE-RS | 120x120 cm

DONNA'S PRINT INSPIRATION



EDGES FINISHED
WITH LONG PILE FRINGE

SELLING TIPS

- This round, colorful Pie Chart rug is inspired in a **wooden stool knit cover with the colors of the rainbow**, designed by Donna Wilson.
- This cheerful piece combines some **plain-colored** sections in short pile wool with others in **melange yarn**, together with a contrasting (gray) segment tufted in a longer wool pile. The edge is finished all around with a **long pile fringe**.
- The Pie Chart rug will brighten any room with a splash of color. It comes in a practical **120-cm-diameter size** for an easy fit in nursery rooms, hallways, bedsides or anyone's favorite corner!
- It comes packed in a practical **cotton tote bag** printed with a Donna Wilson design in dark gray, over a natural base, and includes a complimentary, **anti-slip underlay**, adapted to the size of the rug.



Woolable Rug Abstract

WO-ABSTRA-L | 170x240 cm

ORIGINAL
WATERCOLOR
ART PRINT



DIFFERENT
PILE LENGTHS

SELLING TIPS

- Inspired by an **original Donna Wilson aquarelle print** featuring a composition of **abstract color blocks**, this rectangular-shaped rug turns the original bolder color palette into slightly toned down shades.
- The rug version **replicates the watercolor stains** throughout its surface, using **melange yarns** to recreate the subtleties of the hand painted strokes.
- It features a slightly **irregular surface** by combining **different pile lengths**. Although mostly tufted in a short pile, the natural-colored longer pile in the areas surrounding the color blocks provides an interesting, contrasted effect.
- The Abstract rug is available in what is considered the **best-selling size** among the Woolable range – a generous 170 x 240 cm.
- It comes **packed in a practical cotton tote bag** printed with a Donna Wilson design in dark gray, over a natural base, and **includes a complimentary anti-slip underlay**.

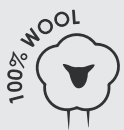




WOOL WASHABLE RUGS

During the last 20 years, Lorena Canals has evolved to become one of the most renowned brands for creating washable rugs at home. Now, **WOOLABLE by LORENA CANALS®** revolutionizes the washable rug concept once again, with the **first machine-washable wool rugs**. Handcrafted one by one by our skilled artisans using natural wool fibers. 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!**



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, and sustainable and natural non-toxic dyes which are safe and respectful with the environment.



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



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



From the selection of the best wool fibers till the final finishes, 10 artisans are involved in taking 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 to underprivileged children in northern India. By purchasing our products you give back for our Sakula Project!