

## PRESS RELEASE

---

### Mr. Wonderful by Lorena Canals “Sweet & Cozy” Collection



---

April 2020

## Mr. Wonderful by Lorena Canals

Lorena Canals teams up again with Mr. Wonderful and its positive vibes to create the new “Sweet & Cozy” collection



Following the success of their previous collaboration, **Lorena Canals and Mr. Wonderful** join their creative talents once again to present a new collection of rugs filled with positive vibes.



The not-so-little ones in the house now have a choice of their own to fill their rooms with plenty of fun! — **Five new rug designs** inspired by children's imaginative universe become fun decoration items that bring kids' rooms to life, with a sweet and cozy touch.

### **A World of Fantasy at their Tiptoes!**

Designs such as “**Smile Like a Llama**”, “**You're My Sunshine**”, “**Big Big World**”, “**Believe in Yourself**” and “**Happy Heart**” decorate playful environments in which kids can enjoy fun times at home letting the magic remain even outside of their dreams!

These new rugs have been designed to **mix & match with other Lorena Canals textile home accessories** from different collections, providing the perfect starting point for a **coordinated decoration style**.

Some of **Mr. Wonderful's most iconic characters** come to life as a rug bringing a fantasy universe to the rooms of older kids, with designs such as:

# 1

## “Smile Like a Llama”

Cute and soft almost like a stuffed toy, this friendly llama reminds us to love and care for animals with its charming smile. A llama-shaped rug with a rectangular form that can fit either as a bedside rug or as a central feature in the room, reminding us to smile from every corner!



Easy to combine with its ivory white hue and light gray and cotton candy pink details. An **82×120 cm** piece that's filled with charm! Don't be afraid to decorate the kids' room with a white rug as it can easily be tossed in the washing machine to be cleaned.

## 2

### “You’re My Sunshine”

A radiant sun lives in the imaginary world of every child reminding us of the beautiful world we live in. As if popped out of a kid's drawing, the “You’re My Sunshine” rug brings a sunny spell into the room. Wake up admiring your sunshine rug to start fresh in the morning with a positive vibe and enjoy your day!



A cheerful circular rug in the form of a smiling sun, with rays made out of tassels all around it. An ideal kids room feature either at the bedside or as a central element. A smiling, bright yellow sun with details outlined in light gray and cotton candy pink. **100 cm** in diameter of joy!

## 3

### “Big Big World”

No other planet fascinates kids more than the Earth. Discovering the world we live in is always great fun! So why not bring it to life in the shape of a rug? The “Big Big World” rug encourages a message of awareness towards caring for the planet. Its smile and open arms is a reminder to keep it happy and to be grateful to Mother Nature. This rug opens a world of adventure to children alike, allowing them to fantasize, invent and explore without leaving the room.



A round-shaped rug, with the design of a **smiling Earth globe** that is fit either as a bedside rug or as a central item in the room, becoming a reminder to always be curious, adventurous and Earth conscious. The planet's geography appears printed in soft blue and green hues with added details in gray and peach. **A100-cm** diameter rug filled with adventure!

## 4

### “Believe in Yourself”

Unicorns are magical mythological creatures with the power to grant wishes. What better way to symbolize the dreams of a child whose path is still unwritten? Self-confidence is the basis for a child to thrive in every aspect of life. The magical and enchanting unicorn represents the power of the self. “Believe in yourself and your dreams will come true” is the message that this rug tries to send out to every child.



A round-shaped rug, with a smiling unicorn design that seems to magically emerge from the surface, reminds us to believe in ourselves. Its size is fit either as a bedside rug or as a central decorative element, always present in the room. An ivory white unicorn design is the central motif over a pearl gray background sprinkled with stars. Other details stand out in cotton candy pink, peach, turquoise-blue and pastel yellow, for an overall soft nuance. **100 cm** in diameter of pure magic!

## 5

### “Happy Heart”

Love at first sight on a rug! Its soft and cozy pink hues fill the room with a touch of tenderness. Everyone wants his or her child to be happy and feel loved. This design evokes childhood’s unconditional love.



A cute, heart-shaped rug in the perfect size, either as a bedside feature or as a central decorating element in the room on which kids can play. Pink cotton candy hues for a smiling heart rug with details outlined in light gray and peach. Measuring 90×105 cm of true love!



## Sustainable washable rugs

As a brand staple in all of *Lorena Canals*' products, the *Mr. Wonderful* by Lorena Canals "Sweet & Cozy" Collection is **handmade** by artisans in India, using natural **organic cotton** and **non-toxic dyes**; all through **sustainable** and **fair trade** practices. Small imperfections may occur due to the hand-finished touch but that is precisely what makes each piece unique.

Also, all the rugs are lightweight and **machine-washable** to help provide children with a safe and clean environment at home. Discover *Lorena Canals*' **washing tips** at:  
<https://lorenacanal.com/int/washing-instructions>



Did you know that purchasing a *Lorena Canals* product contributes to a charity-schooling project for underprivileged children in Northern India? Discover more on *Lorena Canals*' social mission through its **Sakŭla Project**:  
<https://lorenacanal.com/int/social-mission-lorena-canal>



**For further information and press inquiries please contact:**

Sarah Martin Pearson | [communication@lorenacanal.com](mailto:communication@lorenacanal.com)

**Follow *Lorena Canals* on social media:**

**Instagram** @lorenacanalrugs

**Facebook** @lorenacanalrugs

**Pinterest** @lorenacanal

**Youtube** @lorenacanal

**Twitter** @lorena\_canals

**LinkedIn** @lorena-canal

**Tag *Lorena Canals* with #lorenacanal & #lorenacanalrugs**