



#### PRESS RELEASE

Launch date: 8th September 2020

# New Cotton Woods collection by Lorena Canals

Handmade washable cotton rugs and accessories that bring a piece of the Mediterranean forest into the home.

# "The cotton song of the woods"

Take a piece of the forest home! The new Cotton Woods collection evokes a walk in the forest at the Mediterranean coast – filled with moss, lichen-covered rocks, pine cones scattered on the ground, the rustle of a squirrel climbing up a tree, and the mushrooms sprouting in autumn. All this surrounded by pine trees swaying in the wind and that special smell – a mixture of rosemary and pine. A real forest bathing experience now brought into the home!



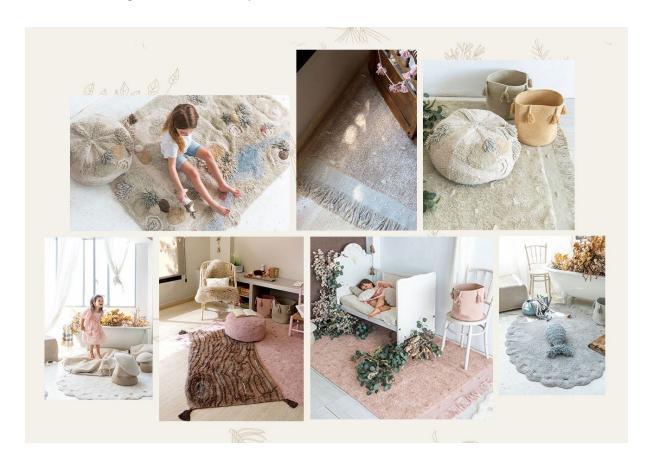


**Lorena Canals** was inspired by the forests where she walked as a child to design this collection named **Cotton Woods** – real **landscapes made out of cotton** that seem to sprout from the surface of its rugs and textile accessories. Its designs are evocative of nature's little treasures – from textures to shades of color, vegetation, fauna... and perhaps even some birds singing!



The wooded landscape of the Mediterranean coast, with its lush pine forests, inspires a whole **range of textures** that are reflected throughout this collection. Rugs and textile decoration accessories become true **sensory landscapes** that **draw nature into the home** bringing it **closer to the little ones** and inviting them to experiment. Pieces of forest made with innovating weaving techniques enter kids rooms with the idea of engaging children in playing with these textures, enriching their play areas and stimulating their imagination – pet horse included!

A tribute to Mediterranean nature, Cotton Woods comes in an **elegant color palette that mimics the chromatic shades of the woods**, softened by the blended effect of mixed yarns to achieve natural hues. This way, as nature itself, the different items in the collection gain a **timeless style**.



With cotton being the main material for its designs, the challenge was to **transform** the yarn and fabric into the shapes and textures found in the woods. Lorena and her design team spent time investigating new artisanal methods, combining different techniques and handcrafts to achieve the textures that are found in the forest – irregular surfaces, subtle color nuances, and rug piles forming original 3D effects.

The collection is made up both of **iconic pieces** with delicate finishes – such as the **Path of Nature** or the **Pine Tree** rugs - and other more **neutral designs**, adaptable to any space. The idea is to combine several rugs and accessories to create a sense of



nature in the home. They can also work perfectly together with pieces of the **Re-edition** collection, due to their same melange finish and colors.

This collection shows **great attention to detail** – from **embroidered poetry** on the rugs, to **cotton tote bags** for the play rugs, a soft-cotton **horse**, the **melange weaving**, **fun accessories** that seem directly picked out from the woods, or **double-fringe** rug edges.





### **The Cotton Woods Collection**

The collection is comprised of 5 washable cotton rug designs –some in varying colors and sizes– and 5 decoration accessories, among which are different baskets, a pouffe, and a garland.

### **Path of Nature** Washable Play Rug

The starting point is the iconic **Path of Nature** design – a play rug made for kids to experiment and make up their own stories of innumerable adventures in the woods, with a small cotton stuffed horse as the protagonist. It mimics the textures of the forest's plants creating a **miniature landscape**. Like a walk in nature where the imagination flows!



Washable Play Rug **Path of Nature** - 120 x 160 cm





# **Pine Tree** Washable Rug

The adventure continues with a **Pine Tree** – or rather, its bark made into a rug! A warm piece that evokes the Mediterranean pine and seems to exude a life of its own, awakening the imagination of the little ones with its delicate finishes and three-dimensional effects.



Washable rug **Pine Tree** - 80 x 140 cm





### **Pine Forest** Washable Rug

On childhood forest walks, who hasn't collected little treasures, such as tiny twigs, leaves, herbs, or pinecones? The **essence of the woods and its energy** reaches us through the senses when experiencing the rugged texture of dry leaves, the smell of resin, the birds singing or the taste of wild berries. The **Pine Forest rug** is a reflection of those precious childhood moments collecting items in the woods; of those aromas and sounds that imbue us with their essence, in a stage of full **discovery and connection with nature**.



Pine Forest Washable Rug - 140 x 200 cm

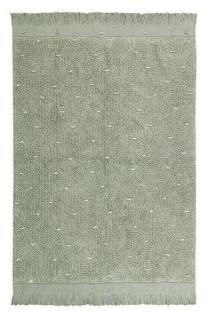




## **Wood Symphony** Washable Rug

The peaceful hum of bees, the birds chirping in the distance, the rustle of a mouse tiptoeing by – all these little sounds makeup that special **song of the forest**, its very own symphony. The **Wood Symphony rug** comes in **three natural shades** – *Linen, Olive* and *Vintage Nude* – that bring **the subtlety of the forest's colors into the home**. It has a **fragment of poetry in hand-embroidered letters** that reads – "The Cotton Song of the Woods".







Washable rugs **Woods Symphony** - 140 x 200 cm









## **Pine Cone** Washable Rug

The **Pine Cone rug** owes its inspiration to the **changes in shades** that this seed-bearing fruit experiences throughout its life cycle and across the seasons – green when young, brown when mature, rosy in summer or ivory in winter. A pearl blue shade was added to this palette, simply because it looked great on the rug! Available in **three colors** taken from this seasonal palette, it is handcrafted using **mixed cotton yarn** that blend linen with ivory (*Linen Ivory*), sky blue with pearl gray (*Pearl Blue*), and dusty pink with linen (*Vintage Nude*).



Washable rugs **Pine Cone** - 130 x 180 cm





### Mama Mushroom / Baby Mushroom Baskets

A crisp, sunny autumn morning is the perfect time to explore the woods in search for mushrooms! Almost like toys in themselves, the **Mama Mushroom** and **Baby Mushroom baskets** can be used either together or separate, each of them as a safe storage place for children's little treasures. Two baskets in one, as the lid can also function separately as a second bowl-shaped basket where the little ones can put small items and play, keeping things tidy.



Basket Mama Mushroom - Ø33 x 38 cm | Basket Baby Mushroom - Ø23 x 27 cm





## **Woody** Baskets

Designed to **match the Cotton Woods collection** but also for combining with previous collections, such as **Re-edition**, as it is also made from **cotton melange** and a similar color palette.

The **Woody basket** is handmade with **braided cotton cords of mixed yarn colors**, always combining two shades to achieve an ever-changing color palette that is inspired by nature. Finished with **handcrafted**, **mixed-color tassels** attached around the edges, and come in up to **five different color combinations**: dark & light Olive, Vintage Nude & Linen, Pearl Grey & Aqua blue, light & dark Honey, and Soil brown & Linen.



**Woody Baskets** in up to 5 different colors - Ø30 x 30 cm



# **Pío Pío Nest** Basket

A bowl-shaped basket adorned on the outside with tousled fringes of different lengths, whose inspiration –as one can guess– comes from a bird's nest hidden at the tree tops.



Basket **Pío Pío Nest** - Ø40 x 20 cm





## Mossy Rock Pouffe

Just like **a rock in the middle of the woods** that is covered in lichen and moss, with a rounded shape that invites you to take a seat and rest from your walk. The **Mossy Rock pouffe** is like the favorite place to set up a picnic, only now its inside the home! And with no need to worry, because it has a **removable**, **machine-washable cover!** The same soft-colored yarn mixes as in our *Path of Nature* play rug is used, including similar details that resemble patches of lichen and moss found on rocks in the woods.



Mossy Rock Pouffe - Ø50 x 30 cm





### **Pío Pío** Garland

Bullfinches, blue tits, woodpeckers... The birds inhabiting the Mediterranean woods are colorful and varied. Their sweet tweeting fills our strolls with a cheerful song. With this adorable **wall-hanging garland** they can also come in and decorate your room!

Carefully handcrafted with love by our team of women artisans in India, making each bird into a unique piece. With their skilled hands, they manage to play with the **cotton-yarn tassels** and turn them into birds.





Pío Pío Garland (100 cm)



#### **About Lorena Canals**

Creators of the washable rug concept, *Lorena Canals* are makers of natural cotton and wool rugs with matching textile accessories for the decoration of the home, designed in Barcelona and handmade in India.

Natural raw materials, non-toxic dyes, fair trade and **sustainable** manufacturing are the eco-friendly values by which the brand stands, as well as being founders of the **Sakûla Project**.

Lorena Canals offers contemporary home decor, yet practical and fuss-free, ideal for kids' rooms and nurseries, and for the home as a whole, allowing for mix and match, and for a perfectly coordinated style!



#### **ONLINE STORE:**

<u>www.lorenacanals.com</u>

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