

Collaboration rug by Agatha Ruiz de la Prada for Lorena Canals that gives back for Breast Cancer Awareness

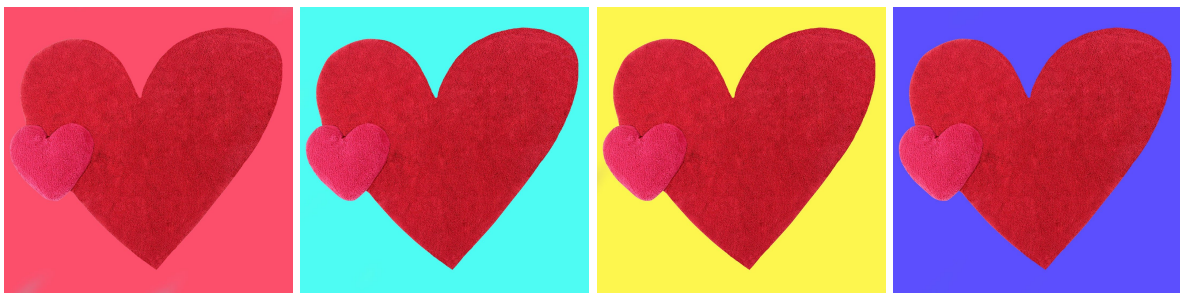
A Lorena Canals rug gets “Agathized” for a good cause



- On occasion of World Breast Cancer Awareness Day –19 October– both designers join their talents to create a rug that gives back to the Sandra Ibarra Foundation for breast cancer awareness.
- Agatha Ruiz de la Prada’s emblematic heart icon comes now in the form of a rug, as a bolder, “Agathized” version of Lorena Canals’ classic *Puffy Love* design.
- The two Spanish designers – mothers, entrepreneurs and successful businesswomen – bring each of their creative worlds to a common ground, where fashion and decoration merge for a good cause.

A collaboration that brings together the world of fashion and decoration to give back for breast cancer awareness

Barcelona, 19 October, 2020 – Both entrepreneurial women and successful Spanish 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 designing **washable rugs and home textiles** – they both find meaning in what they do by their efforts towards various charity 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 for a good cause.**

With this charity product, *Lorena Canals* contributes to the **Sandra Ibarra Foundation** giving back a part of the sales of the *Agatha Puffy Rug* to join forces **against breast cancer**, through the Sandra Ibarra Foundation *Escuela de Vida* (School of Life) project – the first school for cancer patients and survivors, born with the aim of registering all cancer survivors in Spain and identifying and responding to all their physical, emotional and social needs.

Meanwhile, the textile firm *Lorena Canals* continues to support its own **Sakûla charity project** for the schooling of underprivileged children in northern India – two good causes that make this rug a meaningful product that **gives back for both children and women.**

AGATHA RUIZ DE LA PRADA x LORENA CANALS

Agatha Puffy Washable Rug

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.



The newly revamped rug takes the shape of the **designer's iconic red heart** 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, 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 any corner of the home**.

Sustainably handmade in India by our skilled artisans, tufted in 100% **natural cotton** and tinted with **nontoxic 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 **customized, cotton tote bag**.



An “agathized” oli & carol teething toy included as a gift!

A complimentary **Oli & Carol teething toy is included** as a gift for every purchase made of a *Puffy Agatha* washable rug on **Lorena Canals' online store**. Designed in a similar heart-shape by *Agatha Ruiz de la Prada* also, and made in **eco-friendly, natural rubber**, it is a toy that also gives back for children's cancer research.

Technical details:

Design: Agatha Puffy

Collection: Puffy

Reference: [C-PUFFY-AGA](#)

Composition: 100% natural cotton

Manufacturing: artisan

Care: machine-washable

Measures: 160 x 180 cm

Weight: 4.9 Kg

Retail price: €229



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, nontoxic 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.

www.lorenacanal.com

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.

"There is nothing more exciting than seeing my icons transform into objects. I've always had a thing for rugs, they brighten up any room or house, but the thing I love the most about my Puffy is that it is washable!"

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.

www.agatharuizdelaprada.com



ABOUT THE **SANDRA IBARRA FOUNDATION**

The **Sandra Ibarra Foundation** is a non-profit organization with a history of twelve years joining efforts against cancer, a disease that concerns us all.

During these years, the Foundation has invested its time in promoting campaigns and financing research, awareness and prevention projects against cancer, as well as the development of the humanization of health services. Specifically in research grants, the donations made exceed 2 million euros to date.

In recent years, the Foundation detects that, thanks to this fundamental investment in research, survival rates have increased and, with it, a new patient profile has arisen that requires a specific sort of health care that previously did not exist: the cancer survivor. This is why, in 2017, with the aim of addressing existing care needs during the disease and those that arise in the transition period in which there is no tumor or treatment, but there are other physical sequels such as emotional and social needs – the first school for cancer patients and survivors is born, the **Sandra Ibarra Foundation School of Life** (*Escuela de Vida*).

www.fundacionsandraibarra.org



FOR FURTHER INFORMATION:



HI-RES IMAGES:

<http://bit.ly/AGATHA-HD>

ONLINE STORE:

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**AGATHA RUIZ DE
LA PRADA X LC**