

**CORPORATE LC
2020**

Lorena Canals' revenue soars in 2020 thanks to the digitalization of sales and continued efforts in innovation

The main factors that have contributed to the Spanish textile brand's soaring increase in sales this past year are largely to do with investment in digitalization, its constant effort to innovate and an efficient stock disposal for its clients.

Barcelona, 8 March 2021. – The search for well-being at home has fueled companies in the home decoration and equipment sectors during this pandemic. The Barcelona-based textile firm, Lorena Canals, has not been an exception in this.



A tireless innovator, the entrepreneur and designer Lorena Canals, the firm's alma mater, has not ceased in her efforts to innovate, after making herself known as the creator of the **washable rugs concept** more than 20 years ago. A business visionary, she has managed to reinvent herself and digitalize the company in time, not only in terms of electronic commerce platforms, but also in terms of sales in its B2B channels, which already represent 64% of its revenue and continues to rise.

The implementation of **new management systems for online stores** and **B2B orders' automation**, as well as the creation of **new websites for its US market** (for both the B2C and B2B channels), have meant, altogether, the keys to continue emerging in its sector, offsetting the decline in sales to physical stores with the **increase in online sales**. Thus, the presentations of new products in **live virtual showroom** format are

already the order of the day in the new ways of working that the company has adopted, alongside the implementation of **telework**, a sign of current times.



Although online customers have been the great beneficiaries of the pandemic, the biggest challenge and twist that *Lorena Canals* has contributed has been maintaining a **sufficient volume of stocks** in its **warehouses in Barcelona, New York and Delhi**, supplied from its **factory in India**. This is how it has managed to **serve orders** in the most adverse circumstances, reaching homes throughout Europe, North America, South America and even part of Asia from these three logistics centers, and **consolidating its presence in a total of 77 countries**. At the top of its markets are the **US and Germany**, followed by France, the United Kingdom, Spain, Poland, Austria, Belgium, Greece, Switzerland and Italy, among others.



In its eagerness to **investigate and innovate** with the introduction of **new ranges of textile products** that revolve around the universe of rugs, its **washable wool** line, **Woolable by Lorena Canals®**, stands out, presented in 2019 and continuing to

consolidate in high-end decoration markets during 2020, accounting for **15% of the firm's global sales**.



Among its cotton and wool lines, in 2020 the brand has **presented up to 7 new collections**, and plans to launch **9 more in 2021**. Among these and recently presented is the new **RugCycled® collection**, its most **sustainable** bet since it has allowed it to achieve the goal of **zero waste**, minimizing its environmental impact by giving a second life to its own cotton textile waste.

Lorena Canals has been recognized in this last year with several international awards for innovation in its products, among which the **Good Housekeeping Parenting Awards** (USA) stand out, granted by a panel of experts dedicated to the children's sector and, more specifically, to the field of textiles.



Another very positive initiative that has made the firm stand out and open to new markets has been **collaborating with renowned brands or figures**, such as Spanish fashionista **Agatha Ruiz de la Prada**, Scottish designer **Donna Wilson** or the fun **Mr. Wonderful** signature label. With this, it has launched new products that **integrate the creativity of these firms with the savoir faire of decades of experience** in the field of home textiles of *Lorena Canals*. In 2021, the firm continues to work in this line with new collaborations with famous names such as international artist **Edgar Plans**, the toy firm **Oli&Carol**, or the Parisian concept store **Smallable**, which are expected to contribute once again to catapult its sales.



The **brand values** that sustain the *Lorena Canals* firm are based on the **hygiene and safety benefits** provided by its textile pieces (**machine washable at home**), as well as its **artisanal and sustainable manufacture**, with **natural raw materials** and **non toxic dyes**, all this, rising values in times of pandemic. Along with this, it advocates **social responsibility and equality** as ethical values of the brand, offering fair trade working conditions and favoring **female employment**. In addition, Lorena Canals dedicates personal efforts to solidarity causes at the center of which is her **Sakûla Project**, her own nursery in northern India that provides schooling and a meal a day to underprivileged children in the area.

Undoubtedly, the pandemic has made us pay more attention to our domestic environment, and with it, “**staying at home**” has favored **Lorena Canals sales**. But the **efforts in innovation and adaptation to the new situation** have been fundamental to remain as a **leading company in its sector**, managing to close the year 2020 hitting a **turnover 40% higher than the previous year**.

In 2021, it plans to achieve a global growth of 20%, 60% of which through its online channels –both B2C and B2B– and a commitment to expanding markets in Asia and South America.



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