

SHEEP OF THE WORLD

SHEEP OF THE WORLD COLLECTION



The perfect option for your everyday life

During the last 20 years, Lorena Canals has become one of the most renowned brands for creating washable rugs that combine **comfort, practicality, quality** and **good design**. With two factories of its own in India, headquarters in Barcelona and New York, and a brand presence in more than 60 countries across the globe, now **Woolable by Lorena Canals®** comes to revolutionize the washable rug concept once again with **the first wool washable rugs**.

Lorena Canals rugs are designed to be lightweight and practical, making them ideal to go in your home washing machine. But **now, everything is washable – even wool!** The first Washable Wool Rugs. Handcrafted, one by one, by our skilled artisans, using natural wool fibers. **The perfect option for everyday life. Join the revolution!**

WOOL WASHABLE RUGS



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



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



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



From the selection of the best wool fibers until the final finishing, 10 artisans are involved to take 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 for children in northern India. By purchasing our products you contribute to our **Sakûla Project!**



SHEEP OF THE WORLD COLLECTION

The true colors of undyed wool

A **basic** yet elegant collection of **washable rugs for the home**, handmade in India using **natural undyed wool**, sourced from **four different sheep species from around the world** to show off their **true colors**. Mixed with 20% of the finest New Zealand wool for extra softness and long lasting quality.

The **Sheep of the World** collection offers **sustainable, undyed and non toxic, washable rugs** for the home, made from a **naturally renewable source such as wool** and handmade using **traditional procedures**.

The natural colors of wool that are displayed throughout the collection are from sheep species of various origins, such as the **Middle East, Tunisia, Persia and Russia**. A blend of these results in **two additional melange shades** (light beige and pale gray). The **natural color palette** of the Sheep of the World collection, paired with its **timeless designs** lends a **unique and elegant raw style** to home decor.



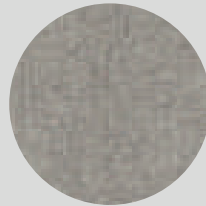
The perfect option for your everyday life

THE NATURAL BEAUTY OF UNDYED WOOL

The *Woolable by Lorena Canals*® washable wool range reaches its peak essence with a new collection of rugs based on the **natural beauty of undyed wool** sourced from **sheep of various origins from around the world** to show the true colors of each species. The result is an elegant collection of plush, plain colored rugs that enhance the **natural shades of the wool from each kind of sheep**, paired with **timeless design**, for a **natural, raw style**.



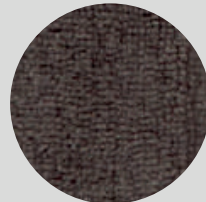
Sheep White
Natural canvas base



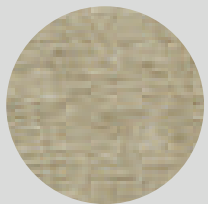
Sheep Grey
Soil Brown/Natural canvas base



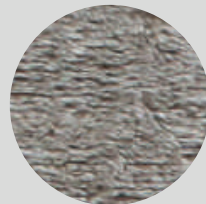
Sheep Beige
Natural canvas base



Sheep Brown
Soil Brown/Natural canvas base



**Blended Sheep Beige
(White + Beige)**
Natural canvas base



**Blended Sheep Grey
(White + Grey)**
Natural canvas base

As an ancient tradition, shepherding is a part of the history of humankind to this day, with more than 1,300 species of sheep across the world and wool colors ranging from white to black and all the shades in between – from **subtle variations of beige, to an array of browns and greys**.

Lorena Canals had long wanted to present a wool collection that was **kind to the environment** while offering **simple, yet beautiful design pieces without using any dyes**, but colored simply by the **natural shades of all-natural wool**. After research on different wool types, Lorena selected **4 different shades** from a wide variety of undyed, natural-fibre yarns sourced from sheep of various origins. These four plain colors –that may also show slight variations from one sheep to another– are also mixed together adding 2 melange shades, making a palette of six shades of wool.

Basic patterns are outlined through subtle variations in pile heights making up a total of **5 designs** that are presented in a **wide variety of sizes** – from runner rugs, to practical small sizes, medium to extra-large rectangular rugs and a luxurious super-sized round rug. All in all, the collection adds a total of **37 new references** to the Woolable catalog.

The **wool colors** selected for the *Woolable Sheep of the World* collection include **white** from **Middle Eastern sheep**, **beige** from **Tunisian sheep**, **grey** from sheep of the **Russian steppe** and **brown** from **Persian sheep**, plus the two additional **melange colors in lighter shades of beige and grey**.

SUSTAINABLY HANDMADE WASHABLE WOOL RUGS

The rugs are all **sustainably handmade by our team of artisans in India**. The natural wool yarn is **tufted on a canvas base** made of recycled cotton, making the most of previously existing materials. Undyed fibers mean cutting down significantly on water and energy in the production process.

To create a **top grade rug collection**, the primary fibres in our blends are 80% Middle Eastern, Tunisian, Russian and Persian wools, mixed with 20% of fine, recycled **New Zealand wool**, known for its extra soft touch and extraordinary quality.



Apart from being **environmentally sustainable** as a biodegradable and renewable resource, wool is a complex fiber known for its intrinsic **insulating and moisture repellent qualities**, capable of keeping us warm in winter and cool in summer. As it regulates temperature and moisture, wool is also naturally **hypoallergenic** and therefore suitable for people with allergies or asthma as it does not attract dust mites. Wool is also **fireproof, UV and stain resistant** thanks to its natural wax coating, preventing spills from soaking in. Moreover, our Woolable rugs stand out for being **machine-washable** in order to effortlessly keep them always in perfect shape for a safe and clean home.

Made from a long lasting fiber such as wool, capable of standing the test of time, our timeless Sheep of the World designs are a **long lasting, elegant choice for a year-round cozy home with timeless, raw style**.



THE SHEEP OF THE WORLD DESIGNS

The collection comprises **5 basic designs**, in **4 plain colors and 2 melange shades**, some in a single size and others in a **wide choice of formats**, making the rugs adaptable to all sorts of spaces. A total of **37 new references** for the Woolable by Lorena Canals catalog. The rugs' **designs are simple** but made to enhance the **plush wool surface**, playing with **pile heights** to create **subtle patterns over plain-colored surfaces**.



Woolable rug Arctic
WO-ARCTIC-WH
Ø 250 cm



Woolable rug Dunes
WO-DUNES-WH-S | WO-DUNES-WH-L
80x140 cm | 170x240 cm



Woolable rug Dunes
WO-DUNES-GR-S | WO-DUNES-GR-L
80x140 cm | 170x240 cm



Woolable rug Tundra
WO-TUN-WH-S | 80x140 cm
WO-TUN-WH-L | 170x240 cm
WO-TUN-WH-XXL | 250x340 cm



Woolable rug Tundra
WO-TUN-LBG-S | 80x140 cm
WO-TUN-LBG-L | 170x240 cm
WO-TUN-LBG-XXL | 250x340 cm



Woolable rug Tundra
WO-TUN-LGR-S | 80x140 cm
WO-TUN-LGR-L | 170x240 cm
WO-TUN-LGR-XXL | 250x340 cm



Woolable rug Woolly
WO-WOOLLY-WH | WO-WOOLLY-BG | WO-WOOLLY-GR
75x110 cm





Woolable rug Steppe

WO-STEPPE-WH-S | WO-STEPPE-WH-R | WO-STEPPE-WH-K | WO-STEPPE-WH-L | WO-STEPPE-WH-XL
80x140 cm | 80x230 cm | 120x170 cm | 170x240 cm | 200x300 cm



Woolable rug Steppe

WO-STEPPE-BG-S | WO-STEPPE-BG-R | WO-STEPPE-BG-K | WO-STEPPE-BG-L | WO-STEPPE-BG-XL
80x140 cm | 80x230 cm | 120x170 cm | 170x240 cm | 200x300 cm



Woolable rug Steppe

WO-STEPPE-GR-S | WO-STEPPE-GR-R | WO-STEPPE-GR-K | WO-STEPPE-GR-L | WO-STEPPE-GR-XL
80x140 cm | 80x230 cm | 120x170 cm | 170x240 cm | 200x300 cm



Woolable rug Steppe

WO-STEPPE-BW-S | WO-STEPPE-BW-R | WO-STEPPE-BW-K | WO-STEPPE-BW-L | WO-STEPPE-BW-XL
80x140 cm | 80x230 cm | 120x170 cm | 170x240 cm | 200x300 cm

Woolable Rug Artic WO-ARCTIC-WH | Ø 250 cm

Wool pile goes from short
to long in concentric circles



Sheep White
Natural canvas base

- A stunning, super size, round rug, made in soft undyed white wool, sourced from **Middle Eastern sheep and mixed with New Zealand wool** by 20%.
- Tufted over a **natural cotton canvas base**.
- Available in a single size and color.
- Its design is outlined in **concentric rings of increasing pile lengths** that go from low pile, in the center, to a plush 5-cm-long pile at the edges, providing an **elegant textured surface** for a stylish and cozy decor.



The perfect option for your everyday life

Woolable Rug Dunes

WO-DUNES-WH-S | WO-DUNES-GR-S | 80x140 cm

WO-DUNES-WH-L | WO-DUNES-GR-L | 170x240 cm

Wool pile gradients vary to form
an undulating texture



Sheep White

Natural canvas base



Sheep Grey

Soil Brown/Natural canvas base

- A plush rug with a textured surface whose design is outlined by a **gradient of pile heights** that evoke an **undulating landscape**, with lines that meet vertically and horizontally.
- Available in 2 different sizes and 2 alternative plain colors of natural undyed wool, respectively sourced from white **Middle Eastern** and **gray Russian sheep**, both mixed with a 20% blend of **New Zealand high quality wool**.
- It provides a warming, soft tread as a bedside rug and an even cozier floor covering for living areas.



The perfect option for your everyday life

Woolable Rug Tundra

WO-TUN-WH-S | WO-TUN-LBG-S | WO-TUN-LGR-S | 80x140 cm

WO-TUN-WH-L | WO-TUN-LBG-L | WO-TUN-LGR-L | 170x240 cm

WO-TUN-WH-XXL | WO-TUN-LBG-XXL | WO-TUN-LGR-XXL | 250x340 cm



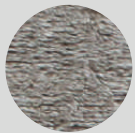
Sheep White

Natural canvas base



Blended Sheep Beige (White + Beige)

Natural canvas base



Blended Sheep Grey (White + Grey)

Natural canvas base

- The **true colors of natural wool** stand out in this plush and elegant, medium pile rug that is available in 3 sizes.
- It can be used as a bedside floor covering or in living areas, including a new super size format for larger rooms.
- Tufted mainly in a soft 2-cm pile, this simple yet elegant design sports a **strip of longer pile wool that emerges across the surface** to provide texture and enhance the fabric's natural softness.
- This design comes in a beautiful **plain Sheep White of Middle Eastern origin**, and in two additional melange shades in **Blended Sheep Beige** –white mixed with Tunisian Sheep Beige wool– and **Blended Sheep Grey** –a combination of white wool with Russian Sheep Grey–.



A strip of longer pile wool emerges from the surface



Woolable Rug Woolly

WO-WOOLLY-WH | WO-WOOLLY-BG | WO-WOOLLY-GR | 75x110 cm



Sheep White

Natural canvas base



Sheep Beige

Natural canvas base



Sheep Grey

Soil Brown/Natural canvas base



Wavy edges that imitate
the shape of sheep hide

- This small, cozy washable rug pays tribute to sheep by imitating the **shape of their hide**, however made in tufted long pile wool over a cotton canvas base.
- Available in 3 natural colors from sheep of different origins – white from the **Middle East**, beige from **Tunisia** and grey from **Russia**, all three mixed with a 20% of **New Zealand top range wool**.
- A soft and fluffy textile piece to be used as a bedside rug, to decorate any little corner of the house, or as a cover to snuggle up on, always adding that extra bit of coziness to your favorite place.



The perfect option for your everyday life

Woolable Rug Steppe - Sheep White & Grey

WO-STEPPE-WH-S | WO-STEPPE-GR-S | 80x140 cm

WO-STEPPE-WH-R | WO-STEPPE-GR-R | 80x230 cm

WO-STEPPE-WH-K | WO-STEPPE-GR-K | 120x170 cm

WO-STEPPE-WH-L | WO-STEPPE-GR-L | 170x240 cm

WO-STEPPE-WH-XL | WO-STEPPE-GR-XL | 200x300 cm



A bare strip of canvas
frays into tousled fringes



Sheep White

Natural canvas base



Sheep Grey

Soil Brown/Natural canvas base

- A basic and versatile rug that can fit in any space as it comes in **5 different sizes with up to 4 different shades**, making up a total of 20 new references.
- The simple, minimalist design of the Steppe rug consists of an all over low pile wool surface shaved across by strips of extra-short pile that provide a subtle texture.
- The edges are finished with a **strip of bare cotton canvas**, that frays into **tousled fringes** under a narrow line of tufted wool, in a contrasting color.

The perfect option for your everyday life



Woolable Rug Steppe - Sheep Beige & Brown

WO-STEPPE-BG-S | WO-STEPPE-BW-S | 80x140 cm

WO-STEPPE-BG-R | WO-STEPPE-BW-R | 80x230 cm

WO-STEPPE-BG-K | WO-STEPPE-BW-K | 120x170 cm

WO-STEPPE-BG-L | WO-STEPPE-BW-L | 170x240 cm

WO-STEPPE-BG-XL | WO-STEPPE-BW-XL | 200x300 cm

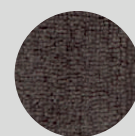


Edges are finished
with a tufted strip of wool
in a contrasted color



Sheep Beige

Natural canvas base



Sheep Brown

Soil Brown/Natural canvas base

- The wool is undyed and owes its natural hues to sheep of various origins from around the world, such as the **Middle East (white)**, **Tunisia (beige)**, **Persia (brown)** and **Russia (grey)**.
- As in all the Sheep of the World collection, the Steppe rug also includes a 20% proportion of **New Zealand wool** in its composition for premium quality and added softness.





This content is confidential until the release date. Join our global launch on June 22nd!

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