



Aurora opens a new corner in Milan

The point of sale is located in one of the busiest parts of Italy's business and fashion capital

On 14 February **Aurora**, the Turin-based company specialised in the creation of writing instruments and luxury goods, will inaugurate a new corner in the **Claudio Bottarelli** store in Milan.

Aurora's CEO, **Cesare Verona**, will attend the inauguration of the new point of sale, at **7 pm** on **14 February**, in **Corso Porta Romana 40**, Milan. Guests at the ceremony will receive a welcoming cocktail and be able to admire Aurora's latest creations, along with its collection of antique typewriters and pens.

The point of sale will occupy an area of more than 15 sq. m., a large portion of which will be dedicated to some of Aurora's most prestigious creations, such as the **85th anniversary** pen marking the company's achievements in the last eighty-five years; it will also include some precious limited and numbered editions and a large selection of other products including fine **leather goods** and Aurora's refined **Paper collection**.

Aurora, is a leading company in the production and sale of quality writing instruments and fine leather goods. Founded in Turin in 1919, Aurora has become part of the history of writing instruments, thanks to its ability to combine leading edge design and the best Italian craftsmanship. A rich cultural legacy and a long tradition of success have made Aurora's writing instruments and leather goods true masterpieces of Italian craftwork, recognised and esteemed the world over.