



## **Aurora sponsors Milano Fashion Global Summit 2005**

**Milano Fashion Global Summit** is an opportunity for debate between the **worlds of fashion** and **finance** that brings together leading sector players to discuss and exchange authoritative opinions on the new opportunities and challenges facing fashion in a market characterised by ongoing change.

For the second consecutive year, **Aurora** participates in the event as Summit **sponsor**, giving all convention speakers a free burgundy "**Optima**" pen that embodies the elegance and allure of the historic fountain pen of the Thirties.

This year's topic is: *"Large numbers or niches? The future of fashion, luxury and design in Europe, Asia and America. Ideas, strategies and actions for making the most of the different markets"*.

The 2005 edition will be held in **Milan** on **30th November**, at **palazzo Mezzanotte**, the symbol of Milan's financial district, in order to highlight the close relationship between fashion and finance.

Just another opportunity to **admire**, in a very special setting, the **creations of Aurora**, historic purveyor of writing instruments and fine leather goods that since 1919 has manufactured valuable masterpieces for those who love elegance and style. A free Aurora Idea Translucent pen will be given to all participants.

<p><b>Aurora</b>, 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.</p>
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