



Aurora's new lacquer collection: to excel in elegance and style

Polished or matt finish, striking, always refined. Aurora uses the **lacquering process** to enhance the appeal of its new pens. An art and technique dating back hundreds of years to add even more splendour to a timeless product that is already recognised as an authentic jewel.

With the introduction of this technique **Aurora** has created **eighteen new products** to enrich **three** of its most famous **lines**, Magellano, Ipsilon and Style, all of which are appreciated for their distinctive and exclusive details and the magic light that encircles them. The **lacquer** makes the pens light, waterproof and heat-resistant. The surface is perfectly smooth and becomes even **shinier** with time.

The **Magellano** collection features a series of slim-line fountain, ballpoint and rollerball pens with **chrome-plated trims**. The use of a single colour for the barrel and cap emphasises the brilliance of the clip and the special ring, made more precious by the engraving of the name Aurora. The choice of colours is also absolutely innovative: **marbled burgundy**, featuring a charming blend of black and deep red streaks, or **marbled blue**, characterised by a combination of white and sky-grey. The original colours and slim-line shape make the Magellano the perfect ladies' pen.

Lacquering, but this time with a **matt** finish, is also a feature of the new **Style** series that, while reminiscent of previous models, stands out for the use of modern colours and a delicate design. The **blue** or **red** barrel creates a superb contrast against the **chrome-plated trims** and the brilliance of the sinuous clip and fine ring is an undeniable hallmark of prestige. With its bright colours and technical precision, the Style collection, which is available in the three versions, fountain pen, rollerball pen and ballpoint pen, continues to appeal to a young public.



The new **Ipsilon** lacquer line, available in the three versions, fountain pen, rollerball pen and ballpoint pen, takes on a regal glow. The **gold-plated trims** stand out elegantly on the **tobacco** coloured pens. The fountain pen is made more precious by the **solid gold nib**, a unique touch of class. The **marbled grey** version with its brighter colour tones also achieves a striking effect. The black and grey swirls blend perfectly with the **chrome-plated** ring and further enhance the Y-shaped clip, an exclusive design by Aurora. With its innovative design and attention to detail, this is the ideal pen for connoisseurs of the most refined luxury; the grey version is more of a man's pen, while the tobacco version is suitable for men and women alike.

The delicate **lacquering** technique represents an unparalleled asset for Aurora and its superbly crafted pens. These precious instruments give off a light of their own, to become a cult object.

The beauty of these writing instruments is enhanced by the elegant **presentation cases** with black velvet lining.

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.