



## **Aurora attends the Duty Free and Travel Retail Show in Cannes**

**Aurora**, the Turin-based company that has been manufacturing and selling writing instruments and luxury goods since 1919, will once again be among the exhibitors at this year's **TFWA World Exhibition**, the international duty free and travel retail show, to be held **in Cannes from 31 October to 4 November**.

Every year the event brings together the most prestigious luxury brands from all over the world.

Visitors to stand **G 36** in the **Yellow village** will be able to admire a rich selection of Aurora's latest products, including its exclusive **85th anniversary pen**, the writing instrument created to celebrate the company's **eighty-fifth anniversary**. This **limited edition** collection is available in two versions: a marbled red resin fountain pen and rollerball pen and a white mother-of-pearl fountain pen.

Another new line is the **Asia** collection, a limited and numbered edition dedicated to the **Asian continent**. Aurora has created this precious collection as a tribute to Oriental culture and its fascinating symbology. The pens are made of **marbled "Land of Orient" resin**, an exclusive refined Aurora material featuring unique light nuances.

Aurora will also present its new line of particularly appealing **lacquered pens**. The lacquer makes the pens light, waterproof and heat-resistant, giving them a perfectly smooth and shiny surface. With the introduction of this technique **Aurora** has created **eighteen new products** to enrich **three** of its most popular **lines**, Magellano, Ipsilon and Style, all of which are appreciated for their distinctive and exclusive details and the magic light that encircles them.



The **new Aurora Talentum Pens** with a **pink, yellow or sky blue** barrel will be on show, along with the highly innovative Talentum Finesse, with its characteristic **fine shape** that makes it a pen of incomparable charm. It is available with a **black resin** barrel and cap, ideal for bringing out the shine in the **chrome-plated trims** and the precious Aurora engraving on the ring.

**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.