



*an exclusive by Aurora*



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**LUREX  
MANIA**



# What is AuroraLurex?

**“The perfect match between Lurex® yarns and the world of jewellery”**



The craftsmanship of the Italian goldsmith tradition and the consolidated experience in the production of metalized yarns combine each other in AuroraLurex. This is an elegant, refined and exclusive collection, but, at the same time, extremely trendy and affordable. AuroraLurex's versatility is not only in the wearing, but also in the ability to combine Lurex® fabric with different metals (silver, steel, bronze and brass), creating specific jewels. This new concept identifies Aurora's creations, which praise the worldwide exclusivity of Lurex® yarns within the world of bijoux. Besides the quality of the jewel, which is soft, smooth, and conforms to the body shape, AuroraLurex fabrics don't tarnish and are non-allergic. The fabric is certified by Oeko-Tex Standard 100, (including REACH and CSPIA), ensuring safety in wearing our jewellery.

**SUPER SOFT  
NON-ALLERGIC  
RESISTANT  
WASHABLE  
AFFORDABLE  
PRICES**

**THE QUALITIES OF LUREX®**

**100% MADE IN ITALY**

**CUSTOMIZATION**  
WITH YOUR DESIGNS AND YOUR BRANDNAME

**NOT TARNISHING FABRIC**

**WORLDWIDE EXCLUSIVITY OF LUREX® YARNS FOR JEWELLERY**

Patented production technology and registered models  
**Oeko-Tex Standard 100 Certification on Yarns**