



PRESS RELEASE
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aura announces its participation in Maison Et Objet 2022

Blending cultural taste with the best of global design

September, 2022 - This September, uniquely original, modern homeware brand, aura, announces its participation in France's renowned, major interior design trade fair, Maison Et Objet, from September 8 - 12, 2022 at the Paris Nord Villepinte Exhibition Centre in Paris, France. A trade fair like no other, Maison Et Objet is a vibrant melting pot of the latest global design and decor trends, sparking connections, creative interactions, and business opportunities through a series of carefully curated events and inspiration spaces, talks and workshops, and digital content.

During this year's edition of the acclaimed fair, aura is set to showcase a unique design exhibit that demonstrates the brand's dedication to offering on-trend furniture and home accessories to individuals who value style and personality. Through this exhibit, the brand showcases a selection of its distinguished trend-led pieces made to suit a broad range of tastes and preferences.

The range of on-trend furniture displayed include a selection of aura's best-selling upholstery sofas and chairs, staple bedroom furniture, a variety of aura's unique dining pieces, along with aura's signature tabletop and home accessories. Through this exhibit, the brand pays homage to the region's local traditional craftsmanship by showcasing a selection of its distinguished collections created in partnership with famed talents from the region. aura's *Herfa* range is a part of the showcase. Proudly created in collaboration with *Herfa Association*, the range

introduces distinctive multifunctional side tables designed with the purpose of ensuring the preservation of the cultural heritage of crafts. aura's best-sellers, *Dina* gaming tables, also take centre stage. Designed by local designer Dina Abdulatief of Sense of Space design studio, the tables integrate gaming with contemporary furniture resulting in a bold, intriguing look that successfully couples tradition and trend.

The exhibition space will also land a spotlight on aura's extensive dinnerware range including the *Lunar*, *Calligrafia*, and *Famiglia* ranges to mention a few. The *Lunar* and *Calligrafia* ranges, designed by Saudi-based artists Shaker Kashgari, feature descriptive calligraphy along with symbolic representations that embody the sentiment of the Holy month of Ramadan. The *Famiglia* range created in collaboration with emerging artist Layan Al Hamed, reflects the core family value of coming together, showcasing quirky yet refined cartoon characters in monochrome with gold motifs.

Miles Young, Managing Director at Al Hala Group, aura's parent company, mentioned that aura's debut at the prestigious 2022 version of Maison Et Objet is a milestone for the brand, underpinning the brand's reputation as an industry leader in the interior decor space and reinforcing its vision to expand internationally.

"We're delighted to take part in this year's reputable fair. This is definitely an instrumental step forward towards the brand's international expansion, introducing aura and its distinctive offering to potential retailers, wholesalers, as well as interior and architectural professionals across multiple markets." he explained.

aura's expansion strategy aims to make the brand's modern living interior solutions accessible to consumers across markets globally. This expansion reinforces aura's promise to continuously blend cultural taste with the best of global design, showcasing innovation, and delighting discerning consumers of exquisite on-trend living across the globe.

Brand profile [@auraliveing_ae](#) / [@auraliveing](#).

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Store Locations:

United Arab Emirates

1. The Dubai Mall, Dubai
2. Al Barsha 1, Umm Suqeim Road, Dubai

Saudi Arabia

1. Panorama Mall, Riyadh
2. Red Sea Mall, Jeddah

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