



PRESS RELEASE
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Middle Eastern brand aura Living returns to the 2023 chapter of the international design trade fair, Maison et Objet

Blending cultural taste with the best of global design

January 2023 – This January, Middle Eastern modern interior brand, aura Living, announces its participation for the second time in the 2023 chapter of the French international design trade fair, Maison et Objet, taking place from the 19th to the 23rd of January, 2023 at Paris Nord Villepinte exhibition center. Showcasing more than 700 brands and hosting over 38 industry-led conferences, this year's edition of Maison et Objet is set to create an invaluable experience for guests, partners, and brands that not only sparks inspiration but forges meaningful connections across the design and furniture industry.

Exclusively for this year's version of the fair, aura presents brand-new, unique pieces from its not-yet-seen collection. Created to suit a broad range of tastes and preferences, the range of on-trend furniture displayed includes signature pieces such as the brand's *Croix chair* and *Bubble Bench seat* in sleek new colours. Also taking centre stage at the exhibit is the newly-introduced *Dina gaming table* in striking black and gold – a signature aura best-seller, perfect for game nights with friends and family.

The exhibition space will also land a spotlight on aura's signature *Bubble* collection in its modern curved shape and soft, textured accent boucle fabric, providing a quirky yet sophisticated feel to the surroundings. The brand's exquisite dining furniture ranges including the *Helene*, *Ember*, and *Simona* dining chairs as well as the distinguished *Qudra* dining table will also be on show.

Miles Young, Managing Director at Al Hala Group, aura Living's parent company, mentioned that aura's participation in Maison et Objet for the second time underpins the brand's reputation as an industry leader in the interior decor space.

"Following the brand's incredible success at the 2022 version of the renowned fair, it was natural for aura Living to return to this year's exhibition. The impressive responses we've received from regional and international customers have been a tremendous encouragement for the brand, reinforcing its mission to make modern living interior solutions accessible to more consumers across markets globally," he explained.

Since its inception in 2011, aura Living's promise has been 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. The brand is also set to launch its e-commerce platform later this year.

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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