

alora



Style Guide





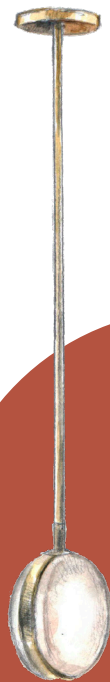
About Us

Alora Lighting provides timeless luminaires for luxury spaces. With influences from classic and vintage pieces utilizing innovative technology, Alora creates elevated masterpieces meant to stand the test of time. Each piece designed for Alora seeks to tell a unique and artful story with a history all its own. Our dedication to quality and craftsmanship sets the Alora standard a cut above the rest.



Meet Our Makers

The latest additions to Alora Lighting continue to define the brand's classic elegance. This supplement offers fresh takes on vintage styles, a touch of modern, and elegant pieces set to wow and inspire. Taking notes from the glamour of the 1920's Art Deco movement melded with touches of Parisian Chic style creates forms, textures, and ambiance like never before.





Alan Pepin

Alan Pepin is the Director of Design for Alora Lighting. His design experience spans a vast realm of home furnishings. His method of design storytelling includes trend reporting, insightful merchandising and product illustration.



Elisa Carlucci

Elisa Carlucci is a designer with a focus on luxury, bespoke lighting and furniture. Elisa's designs offer a feminine sensibility while maintaining bold architectural forms. She believes that great design brings a sense of joy to its user.



Ryan Pauly

Ryan Pauly is the Director of Design for sister brand, Kuzco Lighting. Ryan is an interdisciplinary designer with expertise in modern lighting. His passion is to create visionary lighting that sparks innovation wherever it is placed.



Charles Pavarini III

Charles Pavarini III has reinterpreted the legacy of the Pavarini Construction Company, known for creating historic NYC landmarks. Pavarini's design style is defined as a poetic blend of traditional and contemporary elements.



Style Tip

Get a dynamic layered look by using a few of our configurable Akoya strands of illumination together.



Timeless Traditions

Inspired by all things vintage, pieces in the Timeless Traditions category embody style that transcends trend. Classic materials like brass, opal glass, and delicate details define this truly timeless style. To create this look, add accents inspired by vintage architecture like Art Deco or Mid-Century with minimal yet impactful details.

Timeless Traditions

FEATURED PRODUCTS



Willard
LP348241UBPG



Sutter
PD351317VBOP



Valencia
WV334105UBAR



Kimpton
WV351101VBWT



Blanco
WV325326VBAR



Delphine
PD317129UB

Designer Spotlight

GATTA HOMES

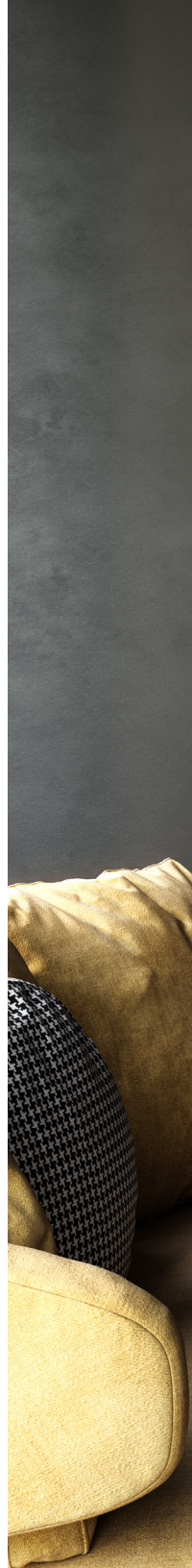
@gattahomes

Gatta Homes has been one of Niagara on the Lakes premier builders for over 30 years. What started out as Kekoo Gatta and his flare for architectural details has turned into a flagship family business. Their team of dedicated employees and local craftsmen are at the heart of Gatta Homes quality and standard. Luxury lighting highlights the stunning architectural detailing Gatta is so well known for. This particular project shines with the help of the Alora Marni chandelier.



Artisan Accents

A touch of artisan detailing truly makes a room feel alive. The Alora collection features several unique materials that create a statement in anywhere, including vegan leather, brushed textural finishes, ribbed crystal, and more. These details thrive in environments with neutral color palettes, strong architectural details, and a mix of finishes throughout a space.



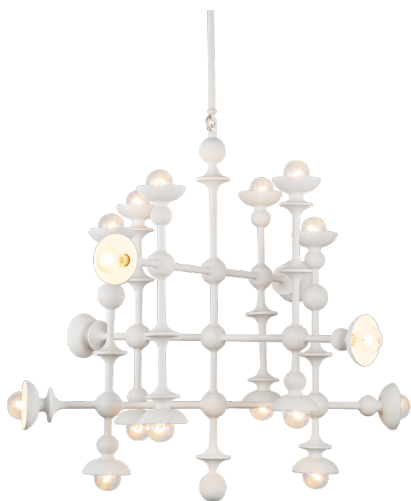


Style Tip

For a more subtle, moody glow, consider using a fixture with a 2700K color temperature, like our LED filament based Sabre.

Artisan Accents

FEATURED PRODUCTS



Cadence
CH328129AW



Brickell
PD342020MBHL



Sabre
PD339415VBCR



Torres
WV335103MBCR



Martine
CH352430AW



Valise
WV307919VBCL

Designer Spotlight

THE BROWNSTONE BOYS

@brownstoneboys

Jordan Slocum and Barry Bordelon are life partners and designers based in Brooklyn, New York. The Brownstone Boys, as they are called, note: "We bought our 130 year old historic Brooklyn brownstone in 2018 and we've been slowly restoring it ever since. We started our blog and Instagram account at the day we closed on the house." Using Alora Lighting, the Brownstone boys converted their storage basement into the interior design studio of their dreams. Inspired by 1920's speakeasies, this basement is anything but boring.





Style Tip

When placing pendants over your kitchen island, leave about 30-36" of space between the bottom of the fixture and countertop.



Sizable Statements

Lighting is truly the jewelry of any space. Creating a sizable statement in a room starts with great decorative lighting. At Alora, luxurious statement pieces are at the heart of what we do. Our designers take pride in our collection of commanding statement pieces that define the spaces they are placed in. Our signature statement pieces are best placed in a space with high ceilings and plenty of room for drama.

Sizable Statements

FEATURED PRODUCTS



Cairo
CH332830VBCR



Revolve
WV309002NBCG



Dahlia
CH346046UBAR



Aryas
LP317448VB



Marni
PD321708PN-RT

Designer Spotlight

SAUDAH SALEEM
@saudahsaleeminteriors

Saudah Saleem is an award-winning, nationally published Interior Designer and Influencer with exquisite design taste and an eye for style. Inspired by her love of fashion, culture, art, and history, Saudah creates beautifully curated, vibrant spaces tailored to exceed clients' expectations and fulfill their unique lifestyle needs. With the help of Alora Lighting, Saudah's personal primary bedroom has become a 5-star hotel worthy oasis of comfort and luxury.



Credits

Timeless Traditions Spotlight

Gatta Homes

Build and Design by Gatta Homes

Photography by Young Glass Photography

Lighting Selections from Distinctive Lighting

www.gattahomes.com

Artisan Accents Spotlight

The Brownstone Boys

Design by Jordan Slocum and Barry Bordelon

Photography by Carbon Stories

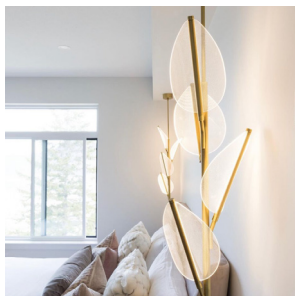
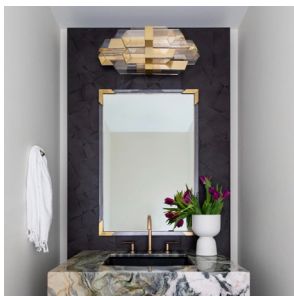
www.thebrownstoneboys.com

Sizable Statements Spotlight

Saudah Saleem Interiors

Design by Saudah Saleem Interiors

www.saudahsaleem.com



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