

**A NEW  
WAY OF  
IRONING**



**LAURASTAR LIFT**

**+** **swiss** TECHNOLOGY | DESIGN



**SO SWISS**

# **ALWAYS AT THE TOP**

Swiss brand Laurastar, world leader in the field of ironing, strives for excellence on a daily basis. With Laurastar Lift, discover Laurastar's latest innovation in technology and design crafted by a team of Swiss engineers and designers. Much more than a simple steam generator iron, Laurastar Lift totally transforms everyday life and changes how ironing is perceived.



# **ANOTHER WAY TO LOOK AT IRONING**

Discover the latest revolution in the field of ironing: the Laurastar Lift steam generator collection. With its unique design and ergonomic handle to facilitate carrying combined with cutting edge technology, ironing becomes easier than ever. Contemporary, convenient and effortless.



SO



SMART





## STATE-OF-THE-ART TECHNOLOGY

Discover the most advanced Laurastar technology in the revolutionary Laurastar Lift collection. Say goodbye to unwanted creases with Laurastar's unique professional soleplate, which diffuses ultra-fine yet powerful steam. Direct the iron effortlessly and let it do the rest. With its compact size Laurastar Lift makes ironing easier. And it hardly takes any space.



**FATAL BEAUTY AGAINST CREASES**

**SO PURE**

Before experiencing its remarkable efficiency, you will already be enchanted by the originality of the Laurastar Lift collection. Available in 6 colours, Laurastar Lift will become your wardrobe's best friend. Which colour best describes your interior design?



A close-up, high-contrast photograph of a steam iron. The image shows the white soleplate on the left, which is slightly wrinkled. To the right, the dark grey or black steam vents are visible, featuring a ribbed texture. The background is solid black, making the white and dark grey elements stand out. The lighting is dramatic, highlighting the curves and textures of the iron's components.

**GIVE YOUR CLOTHES A**



**COLOURFUL EXPERIENCE**



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**SO** IT DOESN'T  
GET ANY  
EASIER

**AS EASY**

Laurastar Lift is ready to use in just 3 minutes so you can wear your beautifully ironed shirt in no time. It follows you straight to your wardrobe thanks to its easy to carry handle. Are you a bit of a daydreamer? Don't worry; Laurastar Lift keeps both feet firmly on the ground. It automatically turns off after ten minutes of non-use. Ironing has almost become too easy.



## FREEDOM IS BEAUTIFUL

It's where you want it, when you want it; on the ironing board or on the clothes hanger. Compact and light, Laurastar Lift follows you everywhere. As effective for a final touch on a hanging garment or for ironing a shirt on the board itself, Laurastar offers you ultimate freedom.

# SO





**FREE**

**06**

**SIMPLE AND SMART**

**TIPS**

**TO MAKE YOUR  
LIFE EASIER**

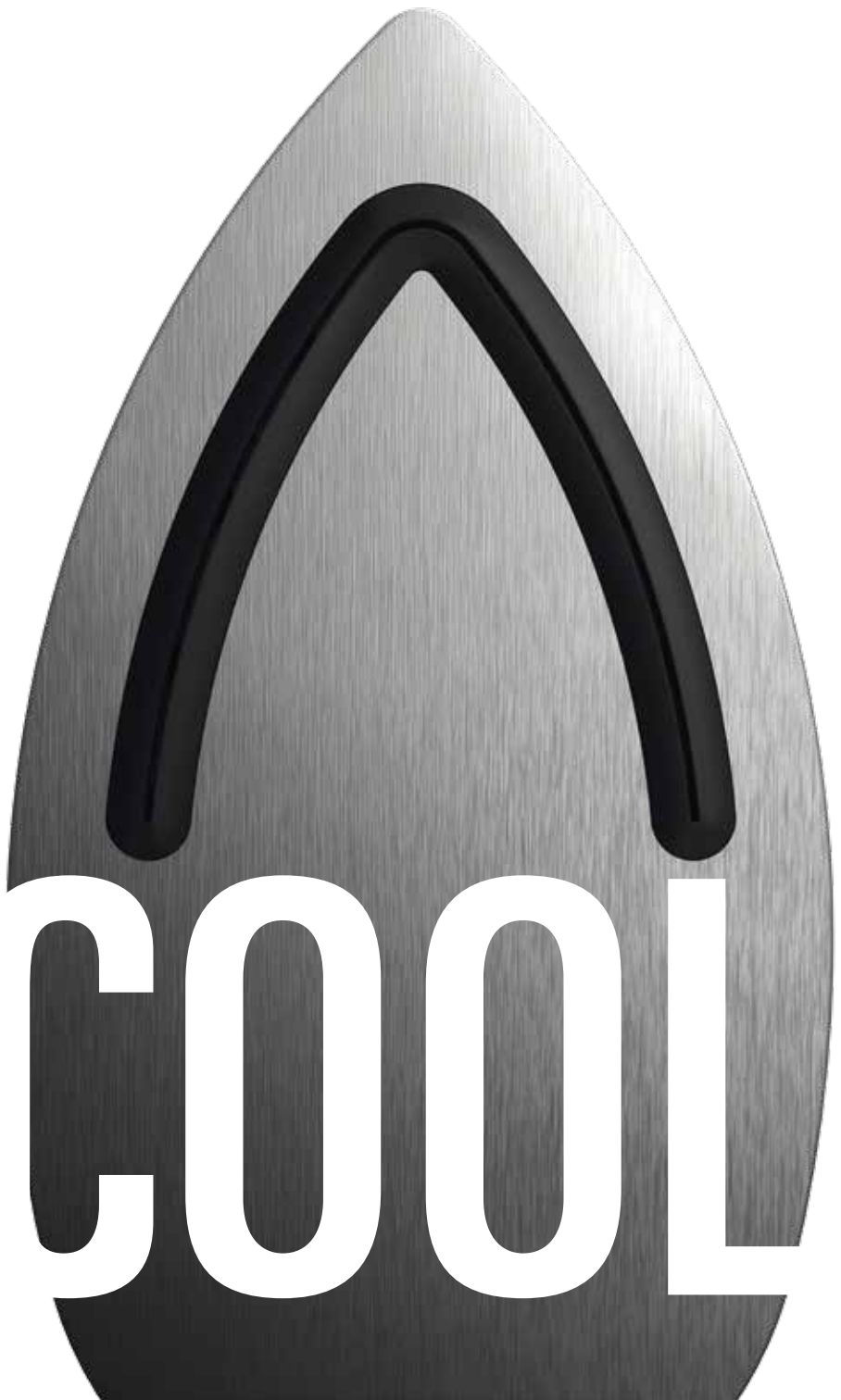


- 01. Easy to carry handle
- 02. Secure compartment for the iron
- 03. Steam cord storage
- 04. Removable water tank
- 05. Easy to place on the floor with its feet
- 06. Insulating mat for warm iron

Simply irresistible! Laurastar Lift has it all: cutting-edge technology and contemporary colours and design. Ironing is trendier than ever and you will love it.

**YOU WILL LOVE IRONING**

**SO**



## LAURASTAR LIFT

 SWISS TECHNOLOGY | DESIGN

### Technologies

Professional iron  
Laurastar's unique ultra-fine  
yet powerful steam  
Automatic stop (after 10 minutes)

### Accessories

Anti-scale filter  
Steam cord holder (only available  
on the Extra Taupe and Pure White models)  
Protective soleplate for delicate fabrics

### Available in 3 colours

Original Red – Pure White – Extra Taupe

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## LAURASTAR LIFT +

 SWISS TECHNOLOGY | DESIGN

### Technologies

Laurastar's unique pulsed steam technology  
3D active soleplate  
Professional iron  
Automatic stop (after 10 minutes)

### Accessories

Anti-scale filter  
(extra filter on Platinum model)  
Steam cord holder  
Protective soleplate for delicate fabrics

### Exclusive features

Backlit water tank  
Automatic cable re-winder

### Available in 3 colours

Ultimate Black – Pinky Pop – Platinum

ORIGINAL RED



ULTIMATE BLACK



PURE WHITE



EXTRA TAUPE



PINKY POP



PLATINUM





**LAURASTAR<sup>+</sup>**

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