

ALURE



Rockworth

Where Simplicity Finds Its Flow

Alure is inspired by the natural beauty of gentle curves and perfect balance. Every line is thoughtfully shaped to create a sense of harmony between form and function. The smooth connection between the backrest and armrest reflects seamless craftsmanship where design meets comfort.

With its clean silhouette and soft, rounded edges, this sofa brings warmth and relaxation to any space. Blending elegance with support, the contoured back and seat offer calm and confident comfort. Expressing timeless simplicity that completes every living space.





A Perfect Fit for Every Space

Designed to complement every space with effortless harmony, Alure offers four configurations: single, two seater, three seater, and corner sofa, allowing you to create layouts that truly reflect your lifestyle. From a personal lounge to an inviting social area, Alure brings comfort, balance, and elegance to every setting.



Alure finds the perfect balance of form, texture, and proportion, evoking a Modern Cozy feeling that is warm, graceful, and effortlessly refined. Thoughtfully designed to blend seamlessly into contemporary spaces while offering a sense of softness and serenity, Alure transforms ordinary moments into experiences filled with quiet sophistication and genuine comfort.





Simply Organic

Alure embodies a Simply Organic design language, defined by refined curves and seamless connections that create a warm and inviting atmosphere. The gentle flow of its form enhances both comfort and visual harmony, bringing a sense of calm and distinctive charm to every space.



360° Design Exploration

Experience Alure from every perspective and view its elegant form from every angle. Each curve and contour reveals seamless craftsmanship and thoughtful balance, allowing you to truly appreciate the beauty of design that feels timeless from every point of view.



It fits effortlessly into any environment, from spacious reception areas to cozy executive lounges. With its versatile design and refined silhouette, it brings harmony and sophistication to both professional and premium relaxation spaces.





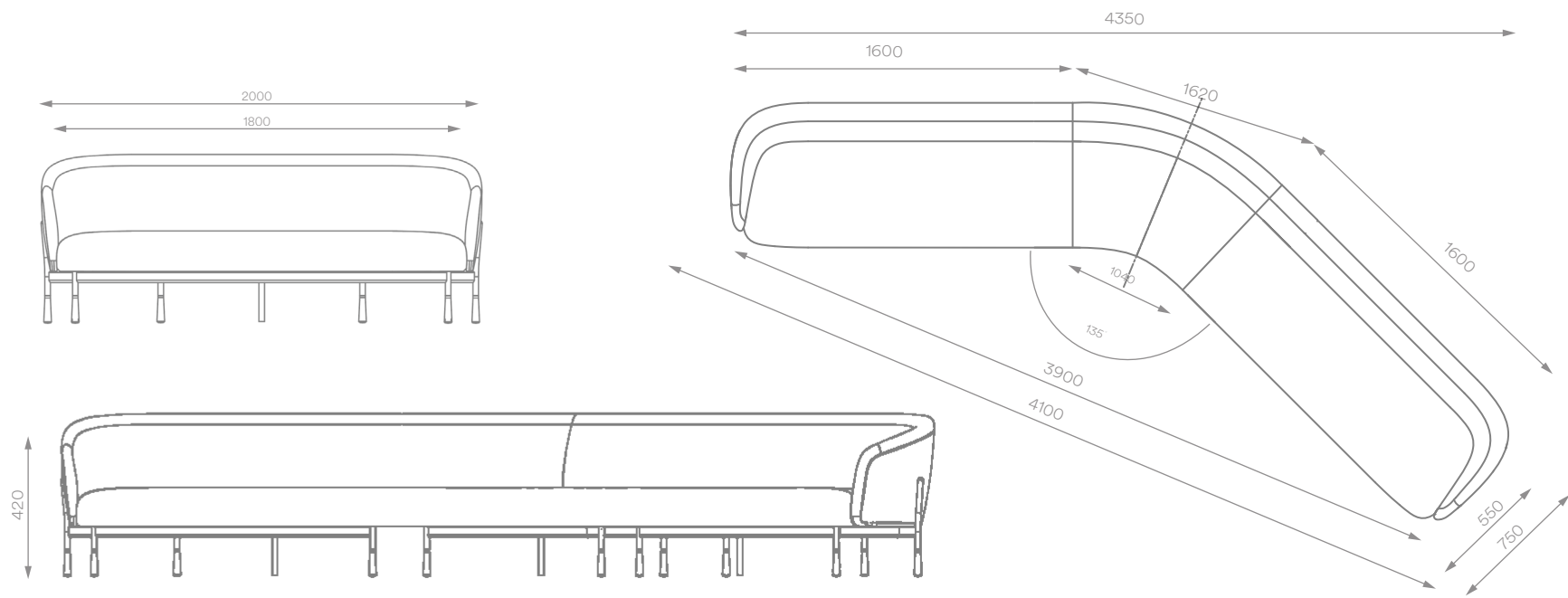
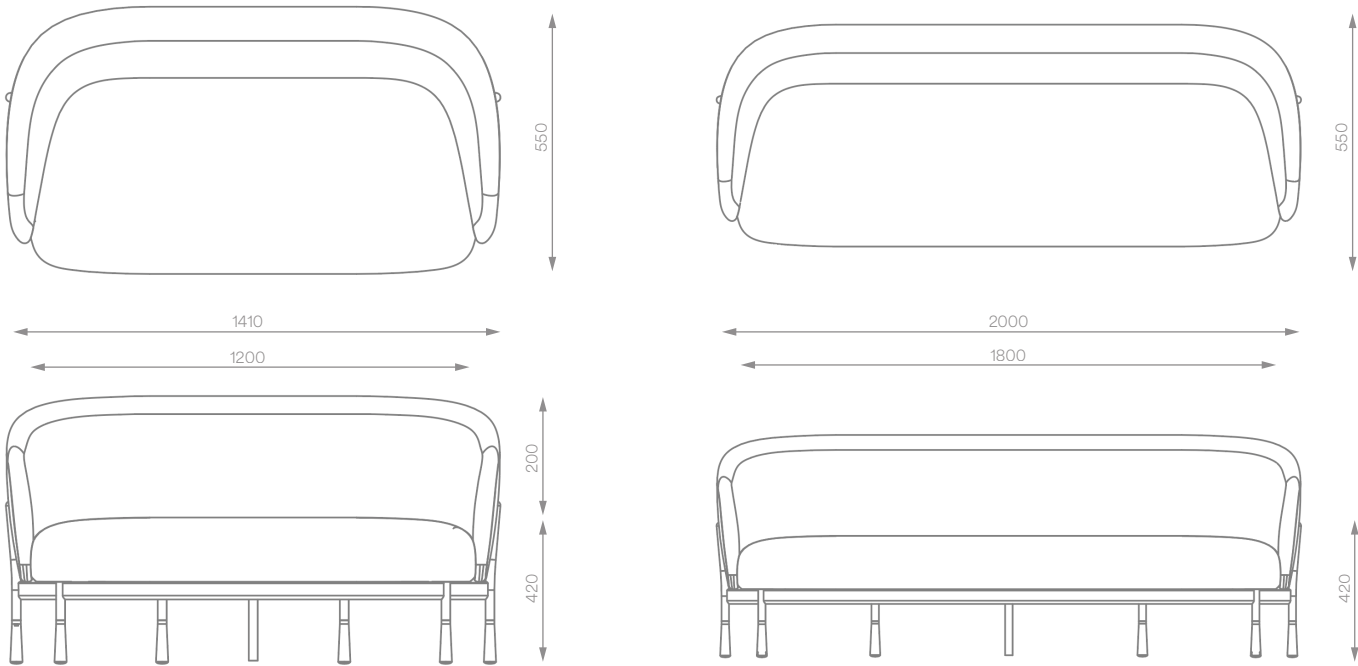
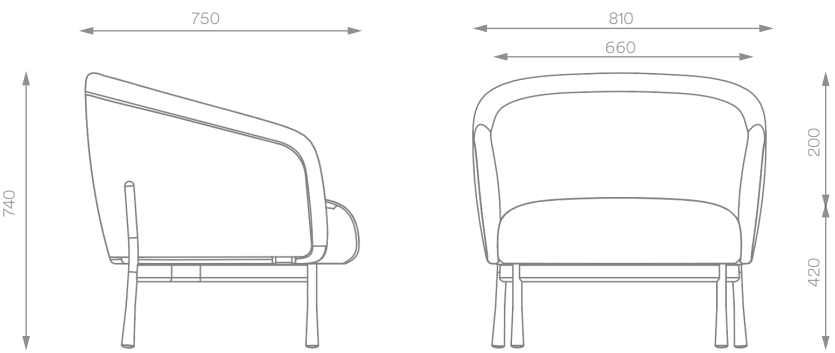
STATEMENT OF LINE



MEASUREMENT

No.	Item	Dimension (mm)			
		H	D	W	SH
1	1 Seat	740	750	810	420
2	2 Seat	740	750	1400	420
3	3 Seat	740	750	2000	420
4	Cueve Unit	740	2200	4350	440

STATEMENT OF LINE



PRODUCT SPECIFICATION

Cushioning & Filling

Frame constructed from steel and reinforced with a pine wood structure for increased strength.
Equipped with 3.5 mm S-shaped springs, padded with high-density polyurethane foam, and finished with upholstery material.

Structure/Leg

Frame manufactured from 1.2 mm thick square steel tubing. Sofa legs made from 1.5 mm thick tapered steel tubing, complete with anti-slip pads

WARRANTY

5 YEARS

AWARD & CERTIFIED



SUSTAINABILITY

Rockworth is committed to operating with integrity and responsibility in everything we do. Our value chain reflects our deep dedication to people and the planet, guiding our actions every day. Sustainability is not just a goal—it is embedded in our mindset, shaping the way we design, produce, and deliver solutions that create a positive impact on businesses, communities, and the environment.

Safe materials

The materials and raw components used in our production processes meet stringent quality standards. They are certified to ensure they pose no risk to human health or the environment.

Waste reduction

We actively minimize raw material waste throughout the design and production stages. Examples include precision computer-cut fabrics and leathers, as well as sourcing materials in clearly defined dimensions to optimize resource usage.

Energy Efficiency

Reducing electricity consumption is a key priority for our company. We implement technical and organizational improvements and provide continuous training for employees to achieve this goal.

Waste segregation

For many years, we have successfully operated a structured waste segregation program, transferring sorted waste to authorized recycling partners. We actively encourage and educate our employees and the local community on effective waste segregation practices.

Environmental protection

We proactively identify and monitor potential environmental risks across all our operations. Our teams remain vigilant, prepared to respond effectively and responsibly whenever environmental threats arise.

CERTIFICATE

ISO 14002: 2015

Gives the requirements for environmental management systems, confirms its global relevance for organizations wishing to operate in an environmentally sustainable manner.

ISO 45001: 2018

Employees’ health and safety in the workplace and improving the well-being of within the workplace environment.

ISO 9001: 2015

Quality Management Systems is a globally recognized standard for quality management. It helps organizations of all sizes and sectors to improve their performance.

ISO 50001: 2018

Energy management system: Makes it easier for organizations to integrate energy management into their overall efforts to improve quality and environmental management.

Scs Indoor Air Quality

Certify to the most transparent Indoor Air Quality (IAQ) standard for furniture and building materials with Indoor Advantage and Indoor Advantage Gold.

Leadership In Energy And Environment

Based on accepted energy and environmental principles and strikes a balance between known establishedpractices and emerging concepts.

Indian Building Council Member

USGBC is best known for its development of the Leadership in Energy and Environmental Design (LEED) green building rating systems.

MATERIALS & FINISHES

FABRIC **G2**
HAPP



01
HPP947 **02**
HPP947 **03**
HPP947 **04**
HPP947 **05**
HPP947

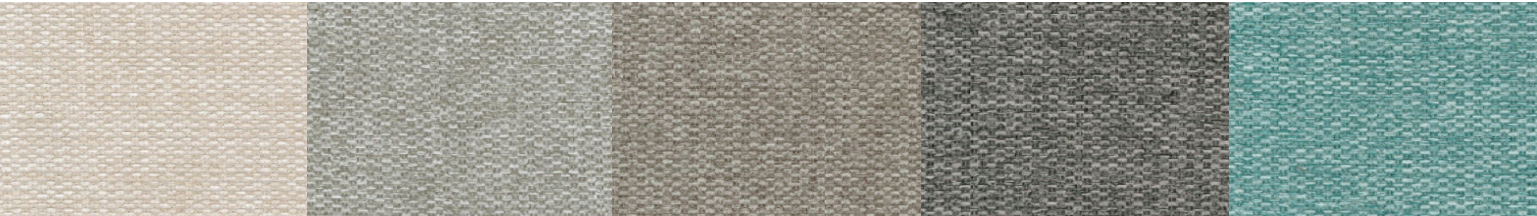


06
HPP947 **07**
HPP947 **08**
HPP947 **09**
HPP947 **10**
HPP947

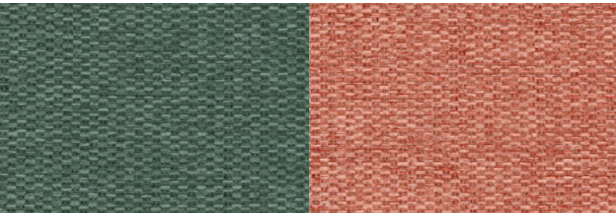


11
HPP947 **12**
HPP947 **13**
HPP947

FABRIC **G2**
Eden



01
EDN396 **02**
EDN396 **03**
EDN396 **04**
EDN396 **06**
EDN396



05
EDN396 **07**
EDN396

**For more information about the product
Please scan the QR code.**



www.rockworth.com

**The producer reserves the right to conduct construction changes and improvements of the products.
Colors presented in the catalogue may vary from the original colors of furniture**