allure

1. [əˈl(j)ʊə] *n*
привлекательность, обаяние, шарм
the book has a certain allure for which it is hard to find a reason - эта книга обладает притягательной силой, которую трудно объяснить
2. [əˈl(j)ʊə] *v*
1. прельщать, соблазнять, завлекать, заманивать
to be allured by smb. - быть обольщённым кем-л.
to be allured into doing smth. - поддаться соблазну сделать что-л.
to allure artfully [adroitly] - завлекать искусно [ловко]
to allure smb. from his duty - заставить кого-л. забыть свой долг
2. 1) привлекать
to be allured to learning [to art, to music] - испытывать тяготение к науке [искусству, музыке]
to allure smb. with promises - увлечь кого-л. обещаниями
2) очаровывать, пленять

---

allure

al·lure [allure allures allured alluring] *BrE* [əˈlʊə(r)] *NAmE* [əˈlʊr] noun
uncountable (formal)
the quality of being attractive and exciting
• sexual allure
• the allure of the big city

Word Origin:
late Middle English (in the sense 'tempt, entice'): from Old French aleurier **'attract'**, from a- (from Latin ad **'to'**) + luere **'a lure'** (originally a falconry term).

Example Bank:
• The country has lost its allure as a destination for foreign investment.
• The film has all the nostalgic allure of fifties Paris.

---

allure

al‧lure /əˈljʊə $ əˈlʊr/ *BrE* *AmE* noun [singular, uncountable]
[Date: 1500-1600; Origin: allure *'to attract'* (15-21 centuries), from Old French alurer, from luere; ⇨ ↑lure²]
a mysterious, exciting, or desirable quality
allure of
the allure of foreign travel
At 50, she had lost none of her sexual allure.
—**allure** *verb* [transitive]:
harmonies that never fail to allure the listener
—**alluring** *adjective*:
the alluring magic of Hong Kong
—**allurement** *noun* [uncountable and countable]

---

allure

12500 **12053**MCW
15000 **6245**COCA
RANGE: **14k** ALLURE 1986
allure 1117
allured 9
allures 23
alluring 805
alluringly 32
COCA 500k Unlemmatized
1024 **19719**1117 *nn1*