

Loison's 2020 Winter Holiday Catalog: striving for perfection

THE MYTH OF THE NEW PERFECT

Loison's new 2020 Winter catalog is a healthy fusion of a seasonal product catalog and a monograph, which is a detailed piece of writing on a specific subject. The new catalog conveys a very specific message on **craftsmanship** and the art of **making products by hand**, something that Sonia strongly believes in and shows through her creations by going against mainstream trends.

We are always frantically looking for the latest items, assigning to what is new an exceedingly important role. We fail to realize that **a novelty is often not so close to the idea of perfection as we thought**.

Precisely because Loison's sweet breads are made by hand, they can always be further improved and, as such, need their time to be cleared of inconsistencies, cleaned of imperfections, and tested on the cons to bring out the pros. In this world, there is no such thing as a new product that will be fine and dandy on the first try. Loison believes that everything can be improved and we are far from being perfect ourselves: it is our job to make products that meet the needs of today's customers.

DARIO & SONIA'S EXPERTISE WILL WARM YOUR HEART

Leafing through the first pages of the catalog, one cannot help but be immediately drawn to the concept of good-tasting, finely crafted products. The photo of **Dario Loison hugging a teddy bear and a Panettone** jumps out, what with its warm tones bringing to mind a wood-fire oven that has been burning for three generations. This is a shot that warms the heart and portrays the more tender side of Dario Loison.

The other image shows **Sonia among her creations, at a time when she is fully lost in deep thoughts**, in a world where colors, sounds and scents are all in harmony, where love and sweetness help her create new ideas with her exclusive **Sonia Design** touch.

LOISON MUSEUM PAYS HOMAGE TO THE PAST

Life is here and now, but the past should not be forgotten, because it is the foundation of our present life. Only by treasuring the past, can we look at and build our future.

Loison's new catalog expresses the value of history indeed, with a section dedicated to the company's Museum and its sweet memorabilia, thanks to a shot that illustrates the **milestones of Loison's past**. This is how the Museum reveals itself to the public through history: it is **a place of culture that honors the roots and preserves the secrets of the ancient art of bread-baking**.

THE STARTER DOUGH LAYS IT ALL OUT

The starter dough, which is a product of spontaneous fermentation, has never had a center spot in a photo shoot. Accustomed to thinking of it as always wrapped in its cloth, Sonia Pilla decided to **unveil it to better showcase it in its purest form**. A bit like all of us should do: **untie ourselves from the cords of conventionality** and be free to express ourselves, all the while showing respect and common sense.

THE LIGHT BEYOND THE SLICE

There is **energy at the center of the sweet bread**. In its core lies its strength. With this shot, Sonia interprets the **light that is in each of us** and in every expression of creation. **Loison's sweet products have a heart of their own**, though they belong to the universe. Sonia Pilla has dedicated her life to offering pure emotions through Loison's baked products. She has done so with neither arrogance nor conceit. Her art is simply a tool that she uses to convey a sweet moment to share with all those who believe in Loison's taste.

True love is like a lighted window on a dark night. True love is like a lit stillness. (Giuseppe Ungaretti)

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