

PRIMAVERA · SPRING · PRINTEMPS

· 2021 ·

Press release – February 2021

LOISON'S THEME FOR EASTER 2021: SPRING SEEN THROUGH THE EYES OF AN ARTIST

Sonia Design's gift to us is an example of how notable artists in the 20th century interpreted spring using the colorful world of flowers to express their innermost feelings. Each artist interpreted the beauty of nature in their own personal way and with their own style. Next to this poetry for the eyes, we get a treat for the palate: every time we bite into a Loison product, we receive the baking company's personal interpretation of taste.
*Sonia Design has dedicated 3 collections to this theme: **SOGNO, FANTASIA & EVASIONI***

SOGNO COLLECTION - WHEN SPRING MEANS REBIRTH

THE PACKAGING – Though each flavor comes in a different paper-wrapped box, all share the same springtime theme. The season of rebirth has always inspired great artists, such as Botticelli, and musicians, such as Vivaldi. Tied with double-satin ribbon and embellished with **an L-shaped charm featuring five rhinestones**, this container is yet another elegant creation that aptly represents **Sonia Design's refined style**.

THE COLOMBA - The **SOGNO** Collection includes three excellent TOP-Line products, available in the versatile 750-gram size. Each flavor is identified by a different pattern and its complementary color ribbon: green for the **Classic a.D. 1552**, a Colomba prepared according to the traditional recipe; baby blue for the **Regal Chocolate**, one of the most tempting sweet breads ever created by Loison, and antique rose for the **Peach & Hazelnuts**, a variety that has been available since 2004.
See page 42 of the 2021 Spring catalog.

FANTASIA COLLECTION - IN THE NAME OF RENEWED ENERGY

THE PACKAGING – Each variety sports a different floral pattern to inspire in us renewed energy, as we welcome spring. With such bright and lively colors, it will be easy to put the gloominess of winter behind us.

These **vintage bakery boxes** are an interpretation of period pastry shop containers and can be **used again and again to neatly store items, such as silk scarves, belts or gloves**. The detail that completes the look is a **rhinestone-embellished charm in the shape of an L for Loison, Love or Luxury**.

THE COLOMBA –Each of the three varieties of Colomba comes in a different charming bakery box. Available in the 750-gram size are: the reassuring flavor of the **Classic a.D. 1552**, the **DiVigna**, with its blend of aromatic premium wines; and the late-harvest **Mandarin from Ciaculli** (a Slow Food Presidium).

See page 44 of the 2021 Spring catalog.

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EVASIONI COLLECTION - ARTISTIC NUANCES OF NATURE

THE PACKAGING – With its unpredictable and fragile nature, the world of flowers has always been a source of inspiration and escape, like these delicate brush strokes chasing one other in a crescendo that captures the nuances amidst petals and leaves. Completing the look is a fashionable L-shaped **charm** featuring 5 rhinestones: **L as in Loison, Love or Luxury!!!**

THE COLOMBA – Each of the three varieties of Colomba comes in a different decorative box. Available in the 750-gram size are: the most traditional flavor of the **Classic a.D. 1552**, the spiced **Tart Cherry & Cinnamon**; and the sought-after **late-harvest Mandarin from Ciaculli** (a Slow Food Presidium).

See page 46 of the 2021 Spring catalog.

It is a joy to see so many green branches in the wind and so many abounding flowers in bloom; it's a great joy because it is springtime in the blood, too.

(Editor's note: loosely translated from Italian poem "Ogni giorno che passa è un riandare" by Cesare Pavese)

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