

Press release - May 2018

LOISON'S THEME FOR ITS 2018 HOLIDAY SEASON COLLECTIONS

LOISON PASTICCERI: 80 YEARS AND COUNTING



*2018 marks a major milestone in Loison's life: **80 years in business!** Sonia and Dario wish to celebrate this important anniversary with a theme that crowns their company's decade-long journey. "**The world of jewels**".*

Over the centuries, the ancient art of goldsmithing has given us unique creations and Sonia Pilla is sharing this wonderful pleasure with us.

1938-2018: AN 80-YEAR-LONG JOURNEY THAT IS DEFINITELY WORTH CELEBRATING

On those special occasions, it is only too natural to take a moment to pause and reflect on our journey. On the 80th anniversary of Loison Pasticceri's, it is indeed time to remember.

For Sonia Pilla, sharing her dreams through Loison's packaging is a recurring mission that she embraces with passion, year after year. This time, she felt it was important to convey even greater emotions in her designs.

During Loison Pasticceri's journey, the year 2018 marks the anniversary of a great achievement: **80 years** in business! For this special occasion, **Sonia Pilla**, with her usual discretion, helped give **extra meaning to the family business' 80-year-long journey**. For the 2018 holiday season, she elected to express her emotions with great sensitivity through her interpretation of the creations and testaments of some of the greatest **jewelry artists**.

THE 2018 HOLIDAY THEME FEATURES PRECIOUS JEWELS

Marilyn Monroe said that diamonds are a girl's best friends. But there is no need to address the queen of seduction to remind us of **how sensitive a woman's soul and emotion are** to the things that exude beauty and provide pleasure. What harm is there then, in admiring, dreaming of and - why not - wearing the jewels of one's desires?

Later in life, once one's goals have been met and one has reached some sort of balance in life, one realizes that there is no longer need to show off jewelry as an end unto itself. For Sonia, in fact, a jewel is not something we need to wear, but rather a beautiful piece that **pleases** the eyes and fills the heart and soul with delight.

Over the centuries, the world of jewelry-making has given us unique creations and Sonia Pilla is sharing this wonderful pleasure with the world.

THE INSPIRATION BEHIND SONIA PILLA'S CREATIONS

Sonia wished to express her personal thoughts on each of the containers of the new 2018 Collections. Her designs add that simple touch of beauty that triggers emotions and feelings of joy in each of us.

*To create is to bring to life a feeling
that one holds within,
while expressing, through one's sensitivity,
what one sees, hears and lives.*

*Passion, combined with the above,
is what promotes the creation of works of art.
Over the centuries, artists have given mankind
many wonderful creations: we are sharing them with you through our designs.*

*With that same passion, over the last 80 years,
the Loison family company has strived
to deliver to your palate a sense of joyous satisfaction.*

Sonia Pilla

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