

## LOISON 2018 HOLIDAY COLLECTIONS

New for 2018: TOP Line -The ZAFFIRO Collection

### A JEWELER'S CREATIONS ON THE GIFT BAG BY "SONIA DESIGN"

#### ***The PACKAGING – A STYLISH AND REUSABLE GIFT BAG***

The **ZAFFIRO** Collection features an elegant and attractive gift bag that sports images of **rings** and **bracelets**, some of women's favorite jewelry. These vintage designs reflect pieces created by jewelers who found their inspiration in art, fashion and, above all, **love**. The result of **Sonia Design's** carefully studied packaging is a gift bag whose **great beauty** matches its **functionality**. This container can in fact be **reused** for many different purposes.



#### ***THE PRODUCT - AN ENTIRE COLLECTION JUST FOR THE PANDORO***

**ZAFFIRO** is the only Loison Collection dedicated exclusively to the **Pandoro**. Available in three 1-kilo varieties, each is identified by a different background color. The **Classic** in its all-too-familiar star shape; the **Chocolate**, with its tempting cream made from carefully selected cocoas originating from South America; and the **Sabayon**, whose decadent filling adds just the right touch to the soft leavened cake.

New for 2018: TOP Line – The RUBINO Collection

### A TIARA, THE QUEEN OF JEWELS, ADORNS THE PANETTONE BOX

#### ***THE PACKAGING - TIARAS: BELOVED BY THE ROYALS... AND BY MARILYN MONROE***

This packaging is a tribute to **tiaras** made of gold, platinum, diamonds and precious stones, proudly worn by **royal highnesses**. More democratically speaking, **Marilyn Monroe** said: "A kiss on the hand might feel very good, but a diamond tiara is forever". Each of the four different colors in this Collection identifies one of the Panettone varieties, all united by the same distinctive trait: a refined ribbon with a seal in silver lamé.



#### ***THE PANETTONE - WHEN DELICIOUSNESS SATISFIES THE MOST DEMANDING PALATES***

The sweet breads of the **RUBINO** Collection are available in four varieties, all in the **500-gram** size: **Classic a.D. 1476**, a fragrant and soft Panettone full of delicious candied peel of oranges from Sicily and citrons from Diamante; the sought-after **Regal Chocolate**, with its full-bodied taste of the filling made from fine cocoa; the **Marron Glacé**, featuring chunks of the best sugar-glazed chestnuts; and the **Tart Cherry**, overflowing with fruity fragrances.

New for 2018: TOP Line – The **SMERALDO** Collection

## A PLACE OF HONOR FOR THE BROOCH, SONIA'S FAVORITE PIECE OF JEWELRY

### **THE PACKAGING – A VINTAGE-STYLE PASTRY BOX**

The **SMERALDO** Collection's box is a tribute to the brooch, an elegant accessory that not everyone wears as gladly as **Sonia Pilla** does. For her, the brooch is "a window onto one's heart". It is not a piece from another era, but a message of love.

Just as precious as the other details, the shiny braided **handle** makes it easy to carry the content with comfort. This pastry box may also be used to store delicate items of clothing, such as silk scarves.



### **THE PANETTONE – FOUR VARIETIES MADE IN LOISON FROM CAREFULLY SELECTED INGREDIENTS**

The nostalgic box of the **SMERALDO** Collection rightly showcases the varieties of **Made in Loison Panettone** available in the **500-gram** size. The **Classic a.D. 1476** is full of candied citrus peel whose essential oils retain the intensity of the aroma of freshly picked fruit. Next is the most tempting **Regal Chocolate** Panettone, with its chocolate chips and a decadent chocolate filling. Then comes the Panettone with **Late Mandarin from Ciaculli**, a Slow Food Presidium. Finally, the **Marron Glacé** variety featuring sugar-glazed chestnuts in chunks and in the filling.

New for 2018: TOP Line – The **DIAMANTE** Collection

## LAVISH EARRINGS TAKE CENTER STAGE ON THE GIFT BAG

### **THE PACKAGING - A GIFT BAG STUDED WITH GEMSTONES**

The design of the **DIAMANTE** Collection's packaging features several gorgeous **earrings**, an example of jewelry that has a history dating back to ancient times. The elegant gift bag shows gorgeous pieces studded with bright diamonds and colorful precious stones. The delicate double-satin handles complete the look of this neat bag that can be **used again and again**, as it should be for a gift of such refined elegance.



### **THE PANETTONE – VERSATILITY MATCHED BY DELICIOUS FLAVORS**

This gift bag is noticeable right away, what with its exclusive style and its content in the form of a Panettone available in one of Loison's most traditional and sought-after flavors. Here we have, in the versatile **750-gram** size, the **Classic a.D. 1476**, with its rich buttery dough; the Panettone made with a **Slow Food Presidium**, namely **Late Mandarin from Ciaculli**; and the **Marron Glacé**, with its delicious sugar-glazed chestnuts in chunks and in the filling.

New for 2018: TOP Line – The PERLA Collection

## **SONIA'S PEARLS: A SUBTLE TRIBUTE TO WOMEN**

### **THE PACKAGING - A BEAUTIFUL BOX TO USE AGAIN AND AGAIN**

*This eye-catching cardboard box pays homage to the most stunning jewelry created with pearls: tiaras, sets, brooches and necklaces.*

*According to an ancient Italian saying, "Tears are a bride's most beautiful pearls". For Sonia, pearls are silent drops that women weep in difficult times, but readily wipe off so to face life again, while proudly wearing a thin string of pearls around the neck.*



### **THE PANETTONE – VERSATILITY MATCHED BY SOUGHT-AFTER FLAVORS**

*Three delicious Panettone varieties are available in the 750-gram size: the traditional **Classic a.D. 1476**, featuring fragrant seedless raisins from Turkey; the **Regal Chocolate**, with its decadent filling and chocolate chips made from choice cocoas from South America, and the **Tart Cherry**, one of the most appreciated variants, especially by the ladies.*

New for 2018: TOP Line – The LATTA Collection

## **THE 12th LIMITED-EDITION TIN BOX IS A COLLECTOR'S ITEM**

### **THE PACKAGING - A GEM OF A TIN BOX**

*The **LATTA** Collection features a tin box that is a Loison must-have holiday item for every collector. The 12<sup>th</sup>-year edition sports the **most precious jewelry sets** made by master goldsmiths and worn by **aristocratic dynasties**, such as the Romanov family. **Jewels** and the **nobility** go hand in hand. The 2018 tin box depicts a symphony of extraordinary pieces finely studded with diamonds, rubies, emeralds and sapphires. Each of the three varieties of Panettone is identified by a different design.*



### **The PANETTONE – THE MOST SOUGHT-AFTER VARIETIES**

*Available in the tin box is the **Classic a.D. 1476**, enriched with premium candied peel of oranges from Sicily and citrons from Diamante; the **Regal Chocolate**, with its decadent filling prepared with choice cocoas from South America; and the **Mandarin**, with its unique and intense aromatic fragrance that comes from **Late Mandarin from Ciaculli, a Slow Food Presidium**.*

New for 2018: TOP Line – The REGALO Collection

## THE PERFECT GIFT TO GO WITH PANETTONE IS A HANDY CUTTING BOARD

### THE PACKAGING – A NEW AND IMPROVED GIFT

After last year's cutting boards were sold out, Loison decided to offer the same item again and give all those customers who did not manage to obtain one the opportunity to do so in 2018. This sturdy fir wood cutting board comes in a lighter tone that goes really well with the wrapping and the silver ribbon. With Loison's cutting board, eating Panettone will be a unique experience **complementing the ritual of tasting.**



### THE PANETTONE - CLASSIC AND CHOCOLATE: TWO TRIED-AND-TESTED FLAVORS

Two are the varieties of Panettone starring in the **REGALO** Collection. The **Classic a.D. 1476**, whose soft dough is studded with fragrant candied peel of oranges from Sicily and citrons from Diamante, and the **Regal Chocolate**, a sweet bread whose rich filling brings joy to adults and children. Though the choice is limited to two varieties, the **1-kilo** size of this Collection will please everyone.

New for 2018: PÂTISSERIE Line – The MIGNON Collection

## LET'S WELCOME PINO & PINA, LOISON'S NEW PLUSH TOYS

### THE PACKAGING - AN ARRAY OF COLLECTABLE ITEMS

Every year, Sonia Pilla has a special thought for the little ones, dedicating two new **plush toys** to them. This year, we welcome **Pino and Pina**, two chilly **penguins** wearing a scarf as soft as a mother's embrace.

The well-established tin boxes are once again available, next to the carefully crafted gift boxes adorned with **floral designs created by Sonia Pilla**. The designer was inspired by bas-reliefs found in the **Hermitage in Saint Petersburg**.



### THE PANETTONE –THE PERFECT HOLIDAY GIFT

The **Mignon** Collection offers **businesses and organizations** a great way to present a **holiday gift**. These products are also perfect for **non-profit associations** to sell and raise **funds for charity**. What a simple, yet very effective, gift idea!

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