

Press release – February 2019

Loison's Easter A beautifully refreshed look for the two MASTER Collections

New - FRUTTA E FIORI Collection

With a view to continuing innovation, Dario Loison has put together a collection that brilliantly showcases a wide array of Colomba varieties featuring fruits and flowers.

The wrapping paper looks like an elegant embroidered tablecloth with motifs inspired by historical botanical drawings found in libraries around the world. The packaging is the result of a thorough research conducted by designer Sonia Pilla.



The PACKAGING – FINDING INSPIRATION FROM NATURE'S BOTANICAL COLORS

The **FRUTTA e FIORI** Collection is the result of decades of ongoing search for those **exclusive ingredients** that give Loison's Colomba its unique character. To create the sophisticated packaging of this collection, Sonia spent **months on end researching** books at **national and international libraries**, in search of **botanical tables** created, as far back as the 18th century, by the skilled hands of artists with expertise in botany. Sonia Pilla took inspiration from fruits, leaves and flowers, and laid them out on a natural background. The aqua color of the fine wrapping paper aptly introduces the approaching season: spring is in the air! The final detail of this packaging is an elegant flat bow bearing Loison's trademark.

The COLOMBA – SINCE 2000, AN INCREASING ARRAY OF NEW FLAVORS

The **FRUTTA E FIORI** Collection features different types of choice fruits and flowers, including **Slow Food** and **PDO** ingredients. This collection is the result of Dario Loison's ongoing efforts to search for new sophisticated flavors. The Colomba cakes of the **FRUTTA e FIORI** Collection are available in the 500-gram and the 1-kg sizes, and come in the following five varieties: **Peach & Hazelnuts** featuring **PDO hazelnuts** from the **Piedmont** region; **Late Mandarin from Ciaculli** (a **Slow Food Presidium**); **Tart Cherry & Cinnamon** (a **Slow Food Presidium**); **Chinotto from Savona**; **Chamomile & Lemon** – see page 28 of the 2019 Spring catalog.

The GENESI Collection

This collection fully represents Loison's brand in terms of Uniqueness, Excellence and Reliability, with Sonia Design's packaging reflecting her tribute to Architect Palladio. The premium ingredients of these three classic flavors have won over customers in Italy and beyond



THE PACKAGING – A TRIBUTE TO ARCHITECT PALLADIO

For the design of this collection, Sonia chose to emphasize the special bond that the brand has established with the local region. Paying tribute to renowned architect Andrea Palladio, Sonia revisited the Corinthian column style and created a finely stylized sequence to be reproduced on the packaging. The design of the box packaging complements the shade of the double satin ribbon that is tied around the package with the newly designed flat bow. The final detail is the silver foil label bearing the Loison logo.

THE COLOMBA - EXCELLENT INGREDIENTS AND SLOW FOOD PRESIDIA

The **GENESI** Collection is the one that best interprets what we call “**Made in Loison**” confections. The products are made from some of the best ingredients available: the freshest milk, heavy cream and butter, superfine flour, Italian almonds and hazelnuts, premium Venetian dessert wines, top-grade Italian sugar, artisanal sea salt from Cervia and pure **Mananara Vanilla from Madagascar** (a **Slow Food Presidium**). The ribbon comes in different cool colors, to help identify one's favorite Colomba variety. Available in the 500-gram and 1-kilo sizes, the assortment of leavened cakes includes: **Classic a.D. 1552**, **Regal Chocolate** and **DiVigna** – see page 26 of the 2019 Spring catalog.

When love and skill work together, expect a masterpiece. (John Ruskin)

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