

## Easter 2019 A beautifully refreshed look for Loison's Collections

### NEW – The OVETTI Collection

*Fabergé's miniature eggs are the ultimate expression of Easter and a symbol of creation. The simple design of the packaging is the perfect backdrop for the works of the great goldsmith.*

*Available in the versatile 750-gram size, the varieties of Colomba include: **Classic a.D. 1552, Peach & Hazelnuts, Regal Chocolate***



**THE INSPIRATION** - The egg is a symbol of fertility, a metaphor for life. In Middle-Age Europe, it was customary to exchange eggs to celebrate the resurrection of Jesus. Russian aristocrats used to **collect** **miniature egg-shaped pendants** featuring elaborate gold and silver designs and decorated with enamels and precious stones.

**THE PACKAGING** - Peter Carl Fabergé dedicated a lifetime to the creation of miniature eggs that have since acquired immense value for their originality. Some of them can be admired in Sonia Pilla's packaging design in honor of the master goldsmith. A collection so extensive that each of the three boxes sports different images of several miniature eggs.

**THE COLOMBA** - The OVETTI Collection includes three excellent varieties of **TOP Line Colomba** in the **versatile 750-gram size**. Each variety is identified by a different packaging color (and tonal ribbon): white for the **Classic a.D. 1552**, aqua for the **Regal Chocolate**, pink for the **Peach & Hazelnuts** – see page 32 of the 2019 Spring catalog.

### NEW – The FARFALLE Collection

*Inspired by the design of containers used in high-end period pastry shops, Sonia chose delicate butterflies announcing spring's arrival for the timeless charm of this collection's chest box*



*The carefully selected ingredients that this trio of Colomba varieties is made from are sure to meet the taste of the most demanding palates: the **Classic a.D. 1552**, the **DiVigna** and the **Late Mandarin from Ciaculli** (a Slow Food Presidium)*

**THE PACKAGING** – One does not need to be an expert in nature to appreciate its beauty. Sonia Pilla found inspiration in **butterflies** as a fine example of winged creatures signaling the earth's reawakening. The designer created the look of each of the three **cardboard chest boxes** in the style of the containers used in **high-end period pastry shops**.

**THE COLOMBA** - There are three different color choices, each identifying one of the Colomba varieties, in traditional Loison style: white for the **Classic a.D. 1552**, aqua for the **DiVigna** and bright pink for the late-harvest **Mandarin from Ciaculli** (a Slow Food Presidium). All three are available in the **750-gram size** - see page 34 of the 2019 Spring catalog.

## NEW – The PRIMAVERA Collection

*The design of the Primavera Collection is an example of simple, yet refined, style. The inspiration for the flowery designs that adorn the lovely box came from old botanical tables found in Loison's library. The three varieties of Colomba - available in the 1-kg size - are sure to awaken your senses: **Classic a.D. 1552, Regal Chocolate, Peach & Hazelnuts***



**THE PACKAGING** - Easter is a celebration that falls in the midst of spring, and this is what Sonia Pilla wanted to honor. The elegant box of this collection is adorned with flowery designs, including magnolias and peonies, taken from **old botanical tables** found in **Loison's library**. Wrapped with tonal double satin ribbon, the package as a whole embodies the sophisticated style that "Sonia Design" has accustomed us to.  
**THE COLOMBA** - The **PRIMAVERA** Collection includes some of Loison's most sought-after varieties of Colomba, each identified by a different color: white for the **Classic a.D. 1552**, aqua for the **Regal Chocolate** and pink for the **Peach & Hazelnuts**. All available in the 1-kg size - *see page 36 of the 2019 Spring catalog.*

## NEW – The Limited-Edition LATTA

*Fabergé's eggs, masterfully executed pieces of goldsmith and mechanical art, are featured on the Limited Edition Latta, the most ambitious of the 2019 Spring-Easter containers.*

*Inside the tin box you will find a jewel of a dove-shaped cake, available in one of two tried-and-tested 1-kg varieties: **Classic a.D. 1552** and **Peach & Hazelnuts***



**THE INSPIRATION** – In addition to making precious miniature eggs, master Peter Carl Fabergé - goldsmith by special appointment to the Imperial Crown of Russia - crafted large Easter eggs that reflected the grandeur and splendor of the Court, and that surpassed everything for beauty and value.

**THE PACKAGING** - Sonia Pilla selected a number of these **unique masterpieces of goldsmith and mechanical art** (the jeweler never created two identical pieces) and used them as inspiration for her design of the **limited-edition LATTA** packaging. The charming tin box contains a delicious sweet bread in the shape of a dove. The opaque tissue paper that surrounds the sweet bread features the **stylized design of Corinthian columns** found in the Genesi Collection packaging. The light wrapper provides a touch of elegance that reminds us of the care taken when selling haute couture garments.

**THE COLOMBA** - The **LATTA** Collection features two Colomba varieties that will please every palate: the **Classic a.D. 1552** and the **Peach & Hazelnuts**. Both are available in the generous **1-kg** size – *see page 38 of the 2019 Spring catalog.*

## NEW – The COUNTRY Collection

*What could be better than combining business with pleasure? Sonia has wrapped the delicious 1-kg Colomba in a multi-purpose country-style bag. It is made of sturdy cotton canvas and embellished with a crocheted lace bow and a special gypsum rose-shaped air freshener. This collection definitely combines tradition with innovation*



**THE INSPIRATION** - How many times have we prepared a homemade dish to bring to a friend's house and couldn't think of what to present it in? Or were we ready to pack our suitcases and didn't know how to carry our shoes? Or yet, while organizing our drawers, did we struggle to neatly store our undergarments? Sonia Pilla has come to the rescue with this country-style, **multi-purpose**, practical cotton bag.

**THE PACKAGING** – This packaging combines **traditional** elements with **innovative** ones. On the one hand, we have a classic bag in sturdy **cotton canvas**, with an easy drawstring closure accented by a **crocheted lace bow**, **starched** in the right places. On the other hand, we find the **new touch for 2019**: a smart **gypsum rose-shaped air freshener**. An idea that definitely **combines tradition with innovation!**

**THE COLOMBA** – The packaging of this collection hints at the precious content, a dove-shaped sweet bread available in three 1-kg varieties: the **Classic a.D. 1552**, the **Regal Chocolate** and the **Late Mandarin from Ciaculli** (a Slow Food Presidium) – see page 40 of the 2019 Spring catalog.

## NEW – The CAPPELLIERA Collection

*Inspired by high fashion containers from the early 20th century, the elegant oval Cappelliera debuts in the spring with a delicate bouquet of lilies of the valley.*



*Inside the hatbox, neatly wrapped in tissue paper, is the most traditional of the Colomba varieties: the **Classic a.D. 1552 in the 1-kg size***

**THE PACKAGING** – The new Cappelliera debuts at Easter. Inspired by fashion houses' containers from the Coco Chanel era, the oval hatbox features a **vintage frame**, paint brushed with a technique that creates an **aged** finish.

At the center of the lid, Sonia placed a **bouquet of lilies of the valley**, a beloved flower because it blooms in secret, almost hidden, in a place where it can find shade and tranquility. Just like Sonia Design's charming style.

**THE COLOMBA** – The star of the Cappelliera Collection is none other than the most traditional variety of Colomba: the **Classic a.D. 1552**. The 1-kilo dove-shaped sweet bread is wrapped in **opaque tissue paper** featuring the **stylized design of Corinthian columns** found in the Genesi Collection packaging. The light wrapper conceals the surprise hidden underneath, just like when you open a box containing a fine piece of clothing. *Page 42 of the 2019 Spring catalog.*

*Extraordinarily pleasant spring. Each time, I cannot believe my eyes. Is it possible for all that beauty to arise out of nothing? (Leo Tolstoy)*



PRIMAVERA 2019

SPRING  
PRINTEMPS

The taste of Italy  
*Made in Italy*

(Editor's note: loosely translated from the Italian edition of *Tolstoy Remembered* by Tatyana Tolstoy)

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