

Loison's Easter A beautifully refreshed look for the new collections

THE 2019 THEME

This year's Spring-Easter theme is an extension of the journey that began with the 2018 Christmas collections. Through her sensitive nature, Sonia Pilla was once again able to transfer her emotions onto her creations, which were inspired by the works of master goldsmith Peter Carl Fabergé and his celebration of eggs.

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COLLECTIONS FOR EVERY SEASON

Just like fashion houses present new collections every season, so does Loison through its catalog. This season, the pleasure of tasting a leavened cake made by Loison extends to all of spring, not just to the Easter holidays.

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FINDING INSPIRATION AT THE HERMITAGE

For Sonia Pilla, going through ancient books and manuscripts in search of inspiration was not enough. She decided to go further and study the genius of master Fabergé at the **Hermitage of St. Petersburg**, one of the largest art museums in the world. Inside the **Carl Fabergé Memorial Rooms**, Sonia totally immersed herself in the gorgeous display of the goldsmith's masterpieces, **capturing his pathos**. She then transferred her own interpretation of the works onto her creations.

A GIFT THAT IS PLEASING TO THE EYE

Some dreams come true and some confections become emotions. It is a magical process that occurs when feelings turn into reality, thanks to the skilled hands of **Sonia Design**. Year after year, although the shapes, colors and materials change, they always reflect the personality of the person who redefines their elegance and style. Designing in-house guarantees that the Italian creativity stays unique and true. The result is a product that is more than just a baked good: it's also a gift, a furnishing item and a piece of art. **Sonia Pilla's creative sensitivity** sees in every item another life, giving our eyes the sensations that our palate will receive next.

A USER-FRIENDLY CATALOG AVAILABLE IN ITALIAN, ENGLISH & FRENCH

The new 2019 Spring catalog is the result of extensive and well-thought-out work planned by "Sonia Design", the signature behind all of Loison's creative packaging. Designer Sonia Pilla, who is Dario Loison's wife, is the **romantic** and **nostalgic** soul of the company, the one who created the dream around **Loison's world**.

The company catalog is now more **comprehensive** and **user friendly** than before. In addition to showcasing all of **Loison's new collections** for Easter 2019, it brings us six varieties of **Veneziana** and the confectioners' **cookie line**. All the texts are translated into **English** and, **for the first time, into French**.

Fashion fades, only style remains the same.
(Coco Chanel)

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