

PRIMAVERA · SPRING · PRINTEMPS

· 2021 ·

Press release – February 2021

## **ROMANTICA COMES WITH A REUSABLE CARRY-ALL**

*Designed to be reused, this refined bag holds a delicious Colomba variety and is available in 3 different colors: pink, lilac and green. One for each of the flavors in the collection: Classic a.D. 1552, Regal Chocolate and late-harvest Mandarin from Ciaculli (a Slow Food Presidium)*

### **THE INSPIRATION – A REUSABLE, MULTI-PURPOSE BAG**

How many times have we struggled to neatly store undergarments in our drawers? Or, when packing our suitcase, did we not know how to keep our shoes or blow dryer separate? Sonia Pilla has come to the rescue with this cute-looking, reusable, **multi-purpose bag** designed to help us with our daily chores.

### **THE PACKAGING – THE TIMELESS APPEAL OF POLKA DOTS**

The greatest interpretation of a classic trend are polka dots, timeless elements of elegance that, in this case, play with the see-through feathery effect of Plumetis fabric, the true soul of this collection. The bow, embellished with a heart-shaped pendant decorated with floral motifs, is the ultimate charming touch of this multi-purpose bag, which can be easily gathered closed with an easy-to-pull satin drawstring. Loison's tonal logo is embroidered all over this elegant bag.

### **THE IDEA - A DIFFERENT COLOR FOR EACH OF THE THREE FLAVORS**

Spring 2021 brings with it a new packaging style: Sonia introduced three new colors for the wrapping paper: **pink, lilac or green**, each representing a different variety of 1-kilo Colomba. Choose from the **Classic a.D. 1552**; the **Regal Chocolate** (made from choice single-origin cocoa beans from South America); and the late-harvest **Mandarin** from Ciaculli (a Slow Food Presidium).

*See page 34 of the 2021 Spring catalog.*

## **THE CAPPELLIERA COLLECTION NOW INCLUDES TWO FLAVORS**

*Inspired by high fashion containers from the early 20th century, the elegant oval hatbox debuts in Loison's spring with a reproduction of delicate **lilies of the valley**.*

*Inside the hatbox, neatly wrapped in matte tissue paper, is one of the **two Colomba varieties** available in 2021: **Classic a.D. 1552** and **Regal Chocolate**, both in the 1-kg size.*

### **THE PACKAGING – DISCREET ELEGANCE IN THE FORM OF AN OVAL CONTAINER**

Inspired by fashion houses' containers from the Coco Chanel era, this oval hatbox features a vintage frame **in the style of the early 1900s**. Sonia's design for the hatbox includes a lovely **bouquet of lilies of the valley** reproduced on the center of the lid. Tied around the hatbox is an **organza** ribbon (either ivory or green, depending on the flavor) complete with a **large charm featuring five rhinestones**. This embellishment is in the shape of an L for Loison, or for "Love" or even "Luxury".

### **THE COLOMBA – THE NEW FLAVOR OPTION IS THE REGAL CHOCOLATE**

The 1-kilo dove-shaped sweet bread is wrapped in **matte tissue paper** featuring the same stylized design inspired by 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. By popular demand, the 1-kilo Colomba is now **available in two varieties**: the **Classic a.D. 1552** and the **Regal Chocolate** (made from choice single-origin cocoa beans from South America).

*See page 36 of the 2021 Spring catalog.*

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## THE LIMITED-EDITION LATTA AND FABERGÉ'S EGGS

The **Limited-Edition Latta**, or tin box, is the most ambitious of the 2021 Spring containers and sports none other than **Fabergé's eggs**.

Inside the tin box, you will find a **jewel of a dove-shaped sweet bread**, available in one of two tried-and-true 1-kg varieties: **Classic a.D. 1552** or **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 such **unique masterpieces of goldsmith and mechanical art** (the jeweler never created two identical pieces) and used them as her inspiration for the design of the **Limited-Edition LATTA**. The charming tin box contains a delicious sweet bread in the shape of a dove. The matte tissue paper that surrounds the Colomba 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 tried-and-true Colomba varieties that will please every palate: the reassuring flavor of the **Classic a.D. 1552** and the springtime flavor of the **Peach & Hazelnuts** (featuring PGI Hazelnuts from the Piedmont region). Both are available in the generous **1-kilo** size.

See page 38 of the 2021 Spring catalog.

## MAGNUM, WHEN SIZE MATTERS

Perfect for when you want to surprise your guests, the **Magnum-sized Colomba** is available in **three different sizes: two, three or five kilos**. The common denominator is the soft and fragrant texture that will delight anyone's palate.

They come either in **clear wrapping** to enhance the beautiful shape of the sweet bread or in an **elegant cardstock case** with Victorian golden hot-rolled motifs and handles of cotton satin cording

### THE PACKAGING – TWO OPTIONS: A CLEAR BAG OR A CARDSTOCK CASE

The **MAGNUM Colomba** comes in two choices of packaging: either a **clear cellophane bag** or a **cardstock case**. The first is tied with double-tied embossed ribbon and embellished with an elegant ivory-colored rose. This original packaging enhances the dove-like shape of the large sweet bread. Sizes available: **two, three and five kilos**.

The other packaging option is an **elegant cardstock case** decorated with **Victorian golden motifs** and handles of cotton satin cording. This packaging perfectly combines the elements of elegance and practicality. Sizes available: **three and five kilos**.

### THE COLOMBA - A SIZE THAT MAKES FOR A BIG EFFECT

Of all the collections in the **Pâtisserie Line**, the **MAGNUM** is surely the **most spectacular**. Suitable for special occasions, this sizable dessert will bring an extra element to large gatherings, surprising all your guests.

**Three different sizes** are available: **two, three and five kilos**. What they all have in common is the great attention to quality that sets Loison's products apart. It is indeed a **Colomba of classic pastry art**, with a soft and tasty texture, the result of a preparation based on sourdough.

See pages 56-58 of the 2021 Spring catalog.

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## **PLUSH TOYS, POUCHES AND CHEST BOXES: HERE COME LOISON'S MIGNONS**

*Loison's mascots for Spring 2021 are **Gigio and Pallina**, two cuddly bunnies as soft and tender as a mother's touch.*

*The cute polka dot **pouch**, which comes in three different colors, contains a 100-gram Colombina and can be used as a mini-purse.*

*The **chest boxes** are available in two design options and are the perfect gift idea for anyone on your list*

### **THE PACKAGING - 3 VERSATILE OPTIONS: PLUSH TOYS, POUCHES AND CHEST BOXES**

Every year, customers anxiously await Loison's new mascots. This Easter, we are pleased to introduce bunnies **Gigio and Pallina**. These soft plush toys will feel as soft as a mother's touch and will cuddle with your children as they go to sleep.

Designed as a gift for all ages, the **delightful pouch** is available in **3 options**, all of which echo the design of the *Romantica* Collection featuring **cute polka dots**. Versatile and compact, this pouch is perfect for carrying cosmetics or fashion jewelry, always keeping everything in order in Loison style.

A tasteful thought is the **small chest box** available in **2 design options featuring springtime blossoms** and two colors - green or pink. Unpretentious double-satin ribbon is used to tie the box. **Each of the three Mignon containers comes with a 100-gram Colombina, a simple yet effective idea as a business gift or for a fundraiser.**

### **THE COLOMBA - WHEN 'MIGNON' MEANS GREAT**

The Mignon Collection brings to mind the words of American novelist Charles Simmons, who wrote: "True greatness consists in being great in little things". These little dove-shaped sweet breads are indeed both beautiful and delicious. The soft texture of the 100-gram *Colombina* filled with tasty orange peel contrasts well with the crunchiness of sugar crystals on top.

*See page 60 of the 2021 Spring catalog.*

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