

# Toast™ Named Gold and Platinum Winner by The Hermes Creative Awards

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NEW YORK, May 3, 2017 /PRNewswire/ -- [Toast™](#), a lifestyle Cannabis brand that provides a sophisticated consumer experience, has been named a Gold winner for its [Toast™ Mobile Lounge Vehicle Wrap](#) and a Platinum winner in website design by The Hermes Creative Awards. These awards underscore the inspired creative work of Toast's Chief Creative Officer, Gabrielle Rein and Viceroy Creative.

The [Toast™ Mobile Lounge Vehicle Wrap](#) was designed as an inventive solution to provide advertisement during the brand's launch in Aspen, CO; it provided a huge canvas on which to paint the brand story, increasing awareness and gaining brand recognition. Viceroy's vehicle wrap distinguished the [Toast™ Mobile Cannabis Lounge](#) in partnership with [Loopr](#) and created a backdrop for social media content and press.

In designing the [Toast™ website](#), Rein drew inspiration from the golden age of the 1920's – with its glamorous jazz and swing parties and luxurious, old-fashioned cigarette cases. [Toast™](#) is Cannabis re-imagined, it's all about luxury and indulgence. The website needed to embody lightheartedness, freedom and upscale glamour. Viceroy organized and led creative direction for the custom photo shoot that produced the website's nightlife-inspired photography.

"We look forward to many more wins as we take the industry by storm and change the public's perception on cannabis!" said Gabrielle Rein.

The Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. The mission of the Hermes Creative Awards is to honor excellence and recognize the creativity, hard work and generosity of marketing and communication professionals.

For more information on the [Toast™](#), please visit, [WeToast.com](#)

## **About Toast™**

[Toast™](#) is a lifestyle Cannabis brand that provides a sophisticated consumer experience. The [Toast™](#) experience will activate the mind and relax the body while keeping the consumer in control - the ideal state of mind for making social connections. [Toast™](#) achieves this by offering the first professionally manufactured Cannabis cigarette called a [Slice™](#). The [Slice™](#) contains a proprietary natural, 100% Cannabis blend composed of curated strains that are low in THC (psychoactive) and high in CBD (non-psychoactive) which enables the consumer to be social and mindful. A [Slice™](#) is consumed in its entirety by one person; whereas a pack of [Slices™](#) is shared with friends and family. The [Slice™](#) establishes a new but familiar currency where one puff of a [Slice™](#) is like a sip of a cocktail and an entire [Slice™](#) is the equivalent of a full drink. This new currency enables consumers to regulate their intake and consume responsibly.

## **Related Links**

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