Dario Loison and Sonia Pilla

*Dario Loison and Sonia Pilla are third generation of the Loison family business. Together they have undertaken their professional path, each heading towards their own direction: Dario with his entrepreneurial talent and Sonia with her stylish and creative designs.*

*What inspires them both is not only their love for good and beautiful things – which would be a great deal in itself, but also for what is healthy, compatible and bespeaks of solidarity, because what they create today in Costabissara cannot be independent from what happens around the world.*

**Dario Loison** describes himself using two simple words: **genius and unpredictability**. His mind is constantly working and searching to push beyond boundaries. For Dario, tradition and innovation do not walk side by side, rather they are closely connected: with much ease, he goes from one **antique market** to another, looking for new memorabilia for his museum, then on to the latest **trade fairs** in search of new inspiration. That's why he is always able to surprise us.

While he offers **traditional Panettone** in a wide range of flavors (the newest addition is the licorice and saffron cake), he also changes it up and, with the help of his chef friends, brings it to our table throughout the year so it becomes a **basic ingredient** for first courses, premium meats and refined fish. That's why Dario was able to make the Loison name renowned worldwide, whilst **clearing the panettone cake from its traditional holiday role**.

**Sonia Pilla** is the **romantic and nostalgic soul** of the company, the one who created **Loison’s style.** Sonia is in fact responsible for the company image and she is charged with the task of expressing the company’s emotions in a way that complements the qualities that make Loison an out of the ordinary company, focused on more ambitious goals but, at the same time, **staying true to familiar and local traditions**.

Everything is immediately surmised from the packaging that she imagines and designs. Her style is known for the elements of **elegance and refinement**, where no detail is left to chance. The containers she creates always have a **second life**, day in day out, which gives it a fair dose of poetry. Last, but not least, all of Sonia’s sensitivity is also reflected in Loison’s headquarters, namely the shop and the stand, which are spaces able to make **even the most realistic minds dream**.

**Press Info:**

[press@loison.com](mailto:press@loison.com)   
Eleonora Pontello +39 0444 557844   
Giulia Marruccelli + 39 347 0452739   
[www.loison.com](http://www.loison.com/)  
[www.insolitopanettone.com](http://www.insolitopanettone.com/)

[www.facebook.com/loison.panettone](https://www.facebook.com/loison.panettone)

*fondo comunicato stampa.tif*