

CASATI BRAND PHILOSOPHY

Casati was founded as a hub for Italian-made design and art, shaped by a triangular vision where extravagance, good taste, and creative research converge.

Inspired by Marchesa Luisa Casati, known for her eccentricity and devotion to art, embodying life as a work of art.

Luxury products that blend art and Italian craftsmanship, catering to a refined and discerning clientele.

Cultivating Art





Casati perfume cruet celebrates the lion's logo of the Maison

A lion set against an olive branch rising up in a crown of shells,
designed by artist Alessandro Malossi.

An evocative synthesis between the lion depicted in
the Estate and the frescoes of Palazzo Bianconcini,
places where the brand finds its birthplace.

The feline, at the same time,
recalls the Palazzo Venier dei Leoni in Venice,
which was the home of the Casati, then of Peggy Guggenheim.





CASATI



BRAND CONCEPT

INSPIRATION

The brand draws from Luisa Casati, an iconic figure in art and fashion in the 20th century.

DIFFERENTIATION

A unique fusion of contemporary art and Italian artisanal tradition, featuring exclusive collaborations with artists for limited editions.



THE FRAGRANCE COLLECTION

CASATI PERFUMES

Seven unisex formulations, including Black, Green, Purple, Red, Casati N.11, White and Casati N.79.

SPECIAL EDITION

Casati N.79 and Casati White, inspired respectively by gold and the moonlight glow of the Marchesa.

DISTINCTIVE INGREDIENTS

Smoky, woody and amber notes, with inspirations from night flowers such as Stramonium.

UNIQUE SELLING PROPOSITION (USP) FOR EACH FRAGRANCE

Every perfume tells a story linked to art and nature, offering a unique sensory experience.





CASATI

CREATION PROCESS

INGREDIENT ORIGINS

High-quality raw materials, with a strong focus on sustainability.

COLLABORATIONS

Partnerships with master perfumers and contemporary artists to create exclusive fragrances.

PRODUCTION

Artisanal processes combining tradition and innovation, ensuring excellence.

Casati made in Italy per il lifestyle,
abandoning the poetics tied to the personality of a single creator,
embraces a “ribbon of dreams” that flows between nature and art
in search of refined essences, drawing from the
higher spirit of collective consciousness.



DESIGN E PACKAGING

BOTTLE DESIGN

Inspired by the aesthetics of Marchesa Casati, featuring artistic details and high-end materials.

MATERIALS USED

Handcrafted glazed ceramics, olive oil wax, and other sustainable materials.

DESIGN STORY

Every packaging element reflects the brand's artistic and cultural heritage.

CASATI BOX

With a classic and elegant design, made from fine paper crafted according to the centuries-old Italian papermaking tradition.





CASATI

DISTRIBUTION AND MARKET PRESENCE

RETAIL LOCATIONS

Selected boutiques and luxury concept stores.

E-COMMERCE

Online sales through the official website.

INTERNATIONAL EXPANSION

Presence in key markets such as Europe, Asia, and America.



MARKETING AND COMMUNICATION STRATEGIES

ADVERTISING CAMPAIGNS

Collaborations with artists and participation in cultural events.

TARGET AUDIENCE

Art lovers, design enthusiasts, and sustainable luxury consumers.

COLLABORATIONS AND AMBASSADORS

Contemporary artists and influencers from the art and fashion world.





CASATI

TESTIMONIALS AND SUCCESS STORIES

CUSTOMER REVIEWS

Positive feedback on the quality and uniqueness of the products.

PRESS COVERAGE AND AWARDS

Features in industry magazines and participation in art exhibitions.

CASE STUDIES

Successful collaborations with artists for limited-edition collections.

CALL TO ACTION & CONTACT

Discover our collections and live the Casati experience.

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