



CASATI



CASATI

BRAND PHILOSOPHY

“Cultivating art” is the philosophy that inspires the Casati brand, with a drive for innovation, devoted to uniqueness, taking its name from Marchesa Casati, who liked to call herself “a living work of art.”

Opening up to a dialogue between art and nature, the Casati collection is an invitation to become “collectors” of contemporary art.





CASATI

VISION

With the Casati spirit of shared exploration, we support and encourage contemporary Italian artists with collaborations sharing the same mission: Cultivating Art. Casati is forever evolving in an open dialogue with contemporary art.



CASATI

CASATI LOGO

The Casati logo represents a lion opposite to an olive branch rising like a crown and enclosed in a frame of shells. It was designed for Casati by a contemporary artist, Alessandro Malossi.

A striking synthesis between the lion represented on the Estate and the frescoes of Palazzo Bianconcini, where the brand was born.

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



Elena Paolini
Founder – Tenuta Casati



CASATI

A jurist by profession, Elena Paolini, based in Bologna, has combined her background with a distinctive flair intertwining law, art, and culture.

Paolini's career as lawyer and published academic at the University of Bologna has been unique and unconventional.

A pupil of Francesco Galgano, one of the greatest jurists of the twentieth century—who was also a painter—Paolini inherited a *lectio magistralis*: that normative rigour can co-exist with creative freedom.

For, in the end, the legal mind is a creative mind: to create or interpret a rule means to imagine and invent what did not exist before, just as creating a work of art is the act that gives voice to a new language, capable of evoking presence, history, and identity.

This journey culminates in the creation of Tenuta Casati, an olfactory mastery of creations merging with contemporary art. Tenuta Casati represents the perfect culmination of a life dedicated to research: the fullest expression of a path in which law, art, and knowledge intertwine, giving rise to a creative act capable of evoking history, identity, and tradition.

“Cultivating art” is the philosophy that inspires the Casati brand, with an innovative drive devoted to reinvention, taking its name from the visionary figure of Luisa Amman, better known as the Marchesa Casati, who loved to define herself as “a living work of art.”

In this spirit, Tenuta Casati transforms the creative act into a bridge between life and art, between memory and imagination, in the pursuit of authentic stories. Paolini's vision mirrors this mission: to make beauty, thought, and creation a single, timeless language.



CASATI

I PRIMI

I Primi, also known as The First Collection

This founding collection is made up of seven extraits evoking the timeless and soulful gestures of Casati, the muse and the brand.

EXTRAITS DE PARFUM

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

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 memorable longevity and projection”

COLLABORATIONS

Partnerships with master perfumers and contemporary artists
to create exclusive fragrances

PRODUCTION

Artisanal processes combining tradition and innovation,
ensuring excellence





CASATI

DESIGN & 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

N 11

Extrait – 100 ml – 220 euros

Sweet and woody, an intoxicating combination that celebrates the sacred nectar,
evocative of the number 11, portal to the realization of wishes

Olfactory Notes:

TOP NOTES

geranium, bergamot

HEART NOTES

honey, cinnamon, mimosa, jasmine

END NOTES

tobacco, amber, tonka bean, patchouli, vanilla



CASATI

GREEN

Extrait – 100 ml – 220 euros

Sensual and magnetic, inspired by Belladonna, it symbolically opens the inner eye towards imaginative and evocative dimensions

Olfactory Notes:

TOP NOTES

bergamot, orange, red fruits

HEART NOTES

mandarin, pear, rose, passion fruit, jasmine

END NOTES

cedarwood, musk, amber, vanilla





CASATI

RED

Extrait – 100 ml – 220 euros

Magnetic and voluptuous
Inspired by the mythological divine feline

Olfactory Notes:

TOP NOTES

myrtle, juniper, raspberry

HEART NOTES

rose, saffron, geranium

END NOTES

incense, leather, oud, benzoin, ambergris, birch, patchouli



PURPLE

Extrait – 100 ml – 220 euros

A regal and sublime metallic incense
dimension inspired by the “violet” colour of pure D’Annunzio invention

Olfactory Notes:

TOP NOTES

bergamot, artemisia, lemon, nutmeg, cocoa, metallic notes

HEART NOTES

magnolia, violet, red fruits, magnetic incense, guaiac wood, leather

END NOTES

patchouli, vetiver, mushroom





CASATI

BLACK
Extrait – 100 ml – 220 euros

A strong interpretation of unusual and
surprising masculine notes

Olfactory Notes:

TOP NOTES

lemon, cloves, burnt birch bark, leather

HEART NOTES

burnt birch bark, amber vanilla, tonka bean, sandalwood,
cedarwood, cashmere woods, patchouli, vetiver

END NOTES

burnt birch bark, cypriol, cedarwood, bois de gaiac,
vetiver, musk



CASATI

N79

Extrait – 100 ml - 240 euros

Golden Elixir, a “quintessence” inspired by the philosopher’s stone in the alchemical transmutation of metals into gold

Olfactory Notes:

TOP NOTES

dates, red fruits, cinnamon, cardamom, pineapple

HEART NOTES

rose, jasmine, iris, pepper, coffee

END NOTES

sandalwood, incense, ambergris, labdanum, white musk, leather.





CASATI

WHITE
Extrait – 100 ml - 240 euros

Mysterious and lunar. Inspired by Stramonium,
a nocturnal flower that blooms under the moonlight.
Homage to the Marchesa's lunar skin

Olfactory Notes:

TOP NOTES

milk, ambrette seeds, jasmine, violet, orange blossom

HEART NOTES

coconut, heliotrope, white musk, yellow fruits

END NOTES

vanilla, tonka bean, ambergris, cedarwood, sandalwood



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

CASATI IN THE WORLD



 Houston

 Colombia

 Lithuania

 Romania

 Qatar

 UAE

 Panama

 Brazil

 Italy

 Kuwait

 Oman

 KSA

CASATI IN ITALY



 Milano

 Firenze

 Bari

 Lugo

 Torino

 Riccione

 San Marino

 Vibo Valentia

 Genova

 Rimini

 La Spezia

 San Giovanni in Persiceto

 Verona

 Napoli

 Bologna

 Taormina



CASATI

MARKETING AND COMMUNICATION STRATEGIES

ADVERTISING CAMPAIGNS

Collaborations with artists and participation in cultural events

TARGET AUDIENCE

Art lovers, design enthusiast and luxury consumers

COLLABORATIONS AND AMBASSADORS

Contemporary artists and influencers from the art and fashion world.

CASATI PROFUMO

Il primo profumo denominato "Casati" è un ritorno alle origini,
dal sentire affamicato, insolito e sorprendente.
Un profumo iconico, unico nel suo genere, impossibile da dimenticare.
Abbandonarsi al piacere di una essenza misteriosa.

WHITE CASATI

Misterioso e sensuale, ispirato alla Stronziomina,
fiore notturno che sboccia alla luna.
Amagato alla pelle, l'odore della meraviglia.

CASATI N°79

Elisir aureo, una "guiltlessenza" ispirata alla pietra filosofale
nell'alchemica trasmutazione dei metalli in oro.

BLACK CASATI

Ispirato alla femme fatale Luisa Casati, la Casati essence
ha una personalità forte e decisa che si impone ad una prima
percezione con note maschili ardenti, per poi rivelare un caldo cuore
ambroato, in una illusione finale olfattiva che intriga l'anima e il corpo
lasciando un segno indimenticabile di personalità avvolgente.



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



www.tenutacasati.com

