



CASATI



CASATI

## BRAND PHILOSOPHY

“Cultivating art” is the philosophy that inspires the Casati brand, with a drive for innovation, devoted to uniqueness, 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,  
vision becomes patronage in support  
contemporary artists, sharing the same mission: Cultivating Art.

Casati is forever evolving in an  
open dialogue with contemporary art.

CASATI

resta  
li  
ambri  
il.

indovino scabioso  
di chi di per  
avere  
dalla pilla  
funzionale.

Ho questi con  
prezzi  
d'acquisto  
di una  
propria  
collezione

(crea una  
missione)

l'operazione è stata  
e alla fine, ovunque il volto  
proprio sulle opere. di cui

accanto per  
delle note  
operati  
proprio al  
concetto  
del  
completamento

UNICO - MULTIPLO



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.





CASATI

## *I PRIMI*

**I Primi, also known as The First Collection**

**This founding collection is made up of seven extracts 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

### 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



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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



CASATI

## 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



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**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.

**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

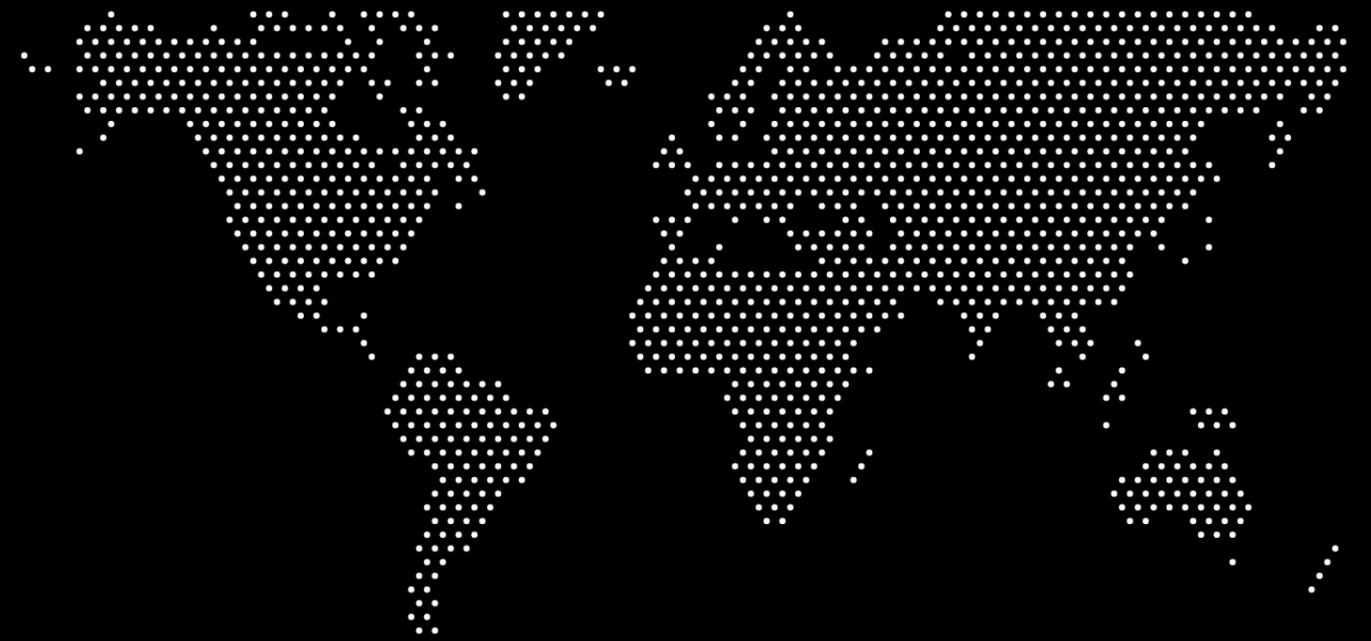
### E-COMMERCE

Online sales through the official website

### INTERNATIONAL EXPANSION

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

CASATI



*Handwritten notes in Italian:*  
L'operazione è stata...  
proprio sulle...  
...  
UNICO - MULTIPLO



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

## 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](http://www.tenutacasati.com)

