



HOTEL  
PRINCIPE DI SAVOIA  
MILANO

DORCHESTER COLLECTION

## PRESS RELEASE

# HOTEL PRINCIPE DI SAVOIA PARTNERS WITH CULTI MILANO TO LAUNCH AN EXCLUSIVE HOTEL SCENT



## HOTEL PRINCIPE DI SAVOIA LAUNCHES A SUMMER & WINTER SCENT WITH CULTI MILANO

**Milan, 2024** – Dorchester Collection's Hotel Principe di Savoia, is the first hotel to be a part of the new professional division of CULTI MILANO named CULTI MILANO OWN. This exclusive partnership has resulted in the creation of two bespoke scents: 'summer in Milan' and 'winter in Milan,' meticulously curated to embody the essence of the hotel.

The summer scent's top notes are floral, with citrus accents, including grapefruit, lily of the valley and violet. The heart notes are dictated by more powerful scents that reveal the fragrance's floral and musky identity, featuring peach, patchouli and jasmine. The base notes leave a lasting impression on the perfume's

personality, combining elements of musk and wood, blending tree moss, myrrh and white musk. The summer fragrance will be available from May-September.

The winter scent's top notes are Calabrian bergamot, Russian coriander, cinnamon from Sri Lanka, bitter orange Argentina. The heart notes consist of opopanax, precious wood, sandalwood from Australia, guaiac wood from Paraguay, patchouli from Indonesia and Texas cedarwood. The base notes opt for something lighter with white musk, oak moss and vanilla from Madagascar. The winter fragrance will be available from October-April.

The new fragrances are available for exclusive purchase at the hotel and will soon be available on the hotel's [e-shop](#). The diffusers will be available in 250ml and 1000ml.

## About CULTI MILANO OWN

CULTI MILANO OWN is the new professional division of CULTI MILANO, with the aim of translating the aesthetic codes of a brand into elements, details and sensorial notes. This division amalgamates the expertise of CULTI MILANO, known for its wicker-based ambient diffusion, with the innovative techniques and protocols of SCENT COMPANY, a renowned leader in crafting professional diffusion systems.

CULTI MILANO OWN caters to the world of hotels, exclusive retail and refined hospitality, serving as a new sartorial professional dimension. The brand creates a distinctive product, composed of olfactory notes that divulge the essence and origins of each establishment.

###

## NOTES TO THE EDITORS

For further information, please visit our [PHOTO LIBRARY](#) and [MEDIA CENTRE](#) or contact:

Federica Ceola  
federica.ceola@dorchestercollection.com

Chiara Caporarello  
chiara.caporarello@dorchestercollection.com

## HOTEL PRINCIPE DI SAVOIA

Welcome to impeccable service and authentic Italian charm. With an exceptional standard of hospitality and care, Hotel Principe di Savoia embodies the true spirit of Milan, standing out as a true landmark of luxury.

Follow Hotel Principe Di Savoia: [INSTAGRAM](#) - [FACEBOOK](#) - [TWITTER](#) - [PINTEREST](#) - [#DCmoments](#)

---

## **DORCHESTER COLLECTION**

Dorchester Collection is a portfolio of the world's foremost luxury hotels and residences.

The unique properties are all legendary, with rich heritages and worldwide reputations as places offering the most sought-after experiences of good living, charm, elegance, and unparalleled standards of service.

**The current portfolio includes the following hotels:**

**THE DORCHESTER LONDON, 45 PARK LANE LONDON, COWORTH PARK ASCOT  
LE MEURICE PARIS, HÔTEL PLAZA ATHÉNÉE PARIS, HOTEL PRINCIPE DI SAVOIA MILAN, HOTEL EDEN ROME  
THE BEVERLY HILLS HOTEL BEVERLY HILLS, HOTEL BEL-AIR LOS ANGELES, THE LANA DUBAI (opening 2024),  
TOKYO (opening 2028)**

**Luxury residences include:**

IN PARTNERSHIP WITH CLIVEDALE: **MAYFAIR PARK RESIDENCES LONDON**

IN PARTNERSHIP WITH OMNIYAT: **ONE AT PALM JUMEIRAH DUBAI, THE LANA RESIDENCES DUBAI  
AVA AT PALM JUMEIRAH DUBAI, ORLA DUBAI, ORLA INFINITY DUBAI, VELA DUBAI, VELA VIENTO DUBAI**

Follow Dorchester Collection: [INSTAGRAM](#) - [FACEBOOK](#) - [TWITTER](#) - [PINTEREST](#) - [#DCmoments](#)

---