

Press Release

July 2017

Discover the Secret Scents of Milan with Hotel Principe di Savoia



There is always more to a city than what meets the eye. Dorchester Collection's Milanese hotel, Hotel Principe di Savoia has created a new sensory package, 'Scented Tour' providing guests with the opportunity to explore the cosmopolitan city through aromas. Guests can awaken their senses with a new and immersive olfactory experience as they discover the scents and smells of Milan, with the aid of renowned journalist, author and perfumer, Mariangela Rossi.

Specialising in artistic perfumery and cultural travel, Mariangela will guide guests on an aromatic journey visiting local perfumery shops, hidden fragrant gardens and traditional grocery's selling exotic spices, soaps and teas. Guests can choose from two itineraries or tailor their own 'Scented Tour' package, handpicking elements to their own liking; including options to attend a perfume and candle art class where they will learn how to choose, wear and use a fragrance, partake in a private flower design tutorial and learn the art of creating perfume with a fragrance Atelier.

Hotel Principe di Savoia

Milan

Dorchester *Collection*

Discover the aromatic side of Milan with Hotel Principe di Savoia's 'Scented Tour' experience, available until December 31, 2017.

The Scented Tour includes:

- Accommodation in a Room or Suite
- Daily Breakfast for two
- Private 'Scented Tour' two options available (approximately 4/5 hours)
- Special welcome scented gift upon arrival
- Access to Club 10 Fitness & Beauty Center
- Car service to and from the city centre

Scented Tour Option 1:

- Welcome and tour explanation
- Visit to an Atelier of a fragrance creator, upon request, to understand more about the process of perfume making
- Visit to an ancient grocery selling spices, delicatessen, chocolate and teas
- Coffee break at a historical Café of Milan nearby
- Visit to a niche fragrance store, with a high-tech olfactory diagnosis
- Light lunch in a charming and hidden bistrot

Scented Tour Option 2:

- Welcome and tour explanation
- Visit to the Museum of Perfume
- Visit to a niche fragrance store, with a high-tech olfactory diagnosis
- Coffee break in a historical Café of Milan nearby
- Visit to a specialised flower designer store
- Light lunch in a charming and hidden bistrot

This offer is subject to availability. Blackout dates may apply. The 'Scented Tour' starts from €495 (approx. £430) in a Classic Room per person and from €940 (approx. £820) in the Ambassador Suite. The package cannot be combined with any other offers or promotions.

Hotel Principe di Savoia

Milan

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Book directly by contacting the hotel's reservations office:

reservations.hps@dorchestercollection.com or by calling +39.02.6230.5555.

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Notes to editors

Dorchester Collection

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The current portfolio includes the following hotels: **The Dorchester**, London; **45 Park Lane**, London; **Coworth Park**, Ascot, UK; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Le Richemond**, Geneva; **Hotel Principe di Savoia**, Milan; **Hotel Eden**, Rome; **The Beverly Hills Hotel**, Beverly Hills; and **Hotel Bel-Air**, Los Angeles. dorchestercollection.com