

For immediate release

**Niccolo Chengdu Collaborates with CULTI MILANO to Create a New Contemporary Chic Experience**

June 1, 2021 (**Chengdu, China**) — Niccolo Chengdu collaborates with CULTI Milano, the luxury Italian fragrance brand since 1990, to create a new contemporary chic lifestyle experience. CULTI, representative of Culture of Home, infuses home space with various types of contemporary minimalist fragrances, in pursuit of its long-held goal of creating a personalised home culture. Inspired by luxury fashion, Niccolo is a collection of contemporary chic hotels with the most desirable, highly prized addresses. Underpinning everything we do is the desire to make life effortlessly luxurious for our guests. Niccolo Chengdu collaborates with CULTI to provide a new living experience featuring the iconic contemporary chic lifestyle.



Explorer Suite at Niccolo Chengdu

Before August 31, 2021, guests who book the Explorer Suites at Niccolo Chengdu, through the official website or official WeChat, will have the opportunity to stay in the two Explorer Suites, jointly offered by Niccolo Chengdu and CULTI MILANO. Guests checking into the two suites will receive the exclusive CULTI fragrance sachets for home and car.



NICCOLO  
CHENGDU



*Display of Niccolo Chengdu X CULTI MILANO Artistic Fragrance Space at Explorer Suites*

CULTI has always adhered to the philosophy that spaces and objects might have their own scent, and that it is possible to surround beautiful things with aromatic quality. Alessandro Agrati, founder of the CULTI brand, was originally a living space designer. Furniture arrangement has endowed him with the perception that spaces might have their own scent and would be enhanced by the olfactory quality. CULTI is not only a home fragrance, but also hidden in the private home space and individual memories. With his past experience in fashion, design and fragrance, Alessandro mixed space with fragrance, wood, fabrics and even art.



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*Display of Niccolo Chengdu X CULTI MILANO Artistic Fragrance Space at Explorer Suites*

As a contemporary chic brand inspired by luxury fashion, Niccolo has always been at the forefront of urban trends. The hotel offers a total of 238 spacious luxurious guestrooms and suites with fashion inspired designs by leading designers. The interiors feature a combination of refined earth-toned colours with natural textile and leather products, showcasing the contemporary chic style. The floor-to-ceiling windows provide a panoramic view of the city. Our facilities will make life effortlessly luxurious for guests. Niccolo Chengdu infuses two Niccolo Explorer Suites with CULTI's home fragrance products such as indoor fragrance diffusers, fragrance sprays, home fragrance bags and fragrance pillows. The hotel creates an art-featured living space that makes guests feel at home whether they are travelling for business or leisure. The guestrooms with fragrance art give full expression to the contemporary chic lifestyle.



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*Display of Niccolo Chengdu X CULTI MILANO Artistic Fragrance Space at Explorer Suites*



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*Exclusive Sachets for Home and Car*

Reservation may be made at the hotel's official website [niccolohotels.cn](http://niccolohotels.cn) or the official WeChat account of "Niccolo Chengdu".

Reservation Telephone Number: + 86 28 8220 8888

Address: Tower 3, IFS, Section 3, Hongxing Road, Jingjiang District, Chengdu, Sichuan, China.

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**About Niccolo Chengdu**  
**NEW ENCOUNTERS. TIMELESS PLEASURES.**

Niccolo is a collection of four contemporary chic hotels inspired by luxury fashion, all with desirable, highly prized addresses. Underpinning the brand is the desire to make life effortlessly luxurious for guests. Located at Chengdu's celebrated International Finance Square within the Chun Xi Road business district, Niccolo Chengdu occupies desirable and fashionable addresses and offers seasoned travelers a choice of 236 spacious luxurious guestrooms and suites with fashion-inspired interiors by leading designers. The Niccolo culinary journey combines culture and gastronomy in a range of exceptional dining experiences with its signature cuisines. Niccolo is Chengdu's epicentre for business events and celebrations by offering unprecedented choice of flexible spaces and highly attentive event service to create memorable experience for guests. Niccolo Chengdu is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 hotels in 85 countries. Further details on Niccolo Chengdu are available at [niccolohotels.com](http://niccolohotels.com).

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# NICCOLO

CHENGDU

## **About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 hotels in 85 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA's award-winning loyalty programme, DISCOVERY, provides 17 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com)

## **About Ultratravel Collection**

Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit [ultratravelcollection.com](http://ultratravelcollection.com)

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