

For Immediate Release

## Niccolo Chongqing and CULTI MILANO Create an Aromatic Journey at Bar 62



*Bar 62 at Niccolo Chongqing*

**11 February 2023 (Chongqing, China)** –Niccolo Chongqing and CULTI MILANO, the pioneering Italian home fragrance brand, have teamed up to launch a co-branded cocktail series at Bar 62 from 11 February to 30 April 2023, featuring four different fragrance-inspired cocktails, as well as a series of festive experiences and interactive online social media platforms. The stylish and elegant décor of Bar 62 will blend delicately with the pleasant scents and simply classic design of CULTI MILANO, bringing a wonderful bouquet of cocktails and creating a relaxing and comfortable atmosphere with a beautiful olfactory experience.



*Co-branding Cocktails*



# NICCOLO

CHONGQING

In 1990, CULTI MILANO, of pure Italian heritage, pioneered the combination of scent with design. Through its founder Alessandro's unique eclectic style, harmoniously combining all styles of artistic expression, CULTI MILANO turned fragrance into a multi-sensory experience that combines smell, sight and touch. The "Niccolo" brand takes its inspiration from luxury fashion and an elegant lifestyle. Inspired by historic jazz clubs, Bar 62 is a retro-chic bar with hardwood floors, deeply-textured marble and lustrous wood paneling, and an inspiring high altitude city-wide view of Chongqing's two rivers at night. The artwork "Babbling Water" created by Japanese artist Hirotoishi Sawada changes its perspective with the wind, giving the space a sense of elegance and mystery. The elegant aesthetics of Niccolo Chongqing and the artisanal taste of CULTI MILANO combine perfectly to create a sensory journey through the sky.



*Valentine's Day Limited Cocktail*

The cocktail series draws its inspiration from the four fragrances of the CULTI MILANO family: "ODE ROSAE", "LINFA", "TESSUTO" and "ERA", and develops four unique cocktails with the same names, priced at RMB 90 per glass\*. Based on the brand's mix and match concept, the two fragrances "LINFA" and "ODE ROSAE" were combined to create the "TI AMO" as a limited edition cocktail for Valentine's Day, paying tribute to passionate love with the warm and ambiguous aroma of rose. The light and elegant "TESSUTO", a limited edition cocktail for Women's Day on March 8th, celebrates the strength of the woman with the gentleness of cotton, bergamot and jasmine. Enjoy festive cocktails and CULTI MILANO gifts with the purchase of selected drink packages during the holiday promotion period. In addition, during the event campaign, you will have the opportunity to enjoy gifts by interacting on Weibo, WeChat, RED platforms with "Niccolo Chongqing".



*CULTI MILANO fragrance*

For more information about Niccolo Chongqing, please visit [niccolochongqing.com](http://niccolochongqing.com) or follow the official WeChat "Niccolo\_Chongqing".

\* All prices are in RMB and are subject to 10% service charge and any government taxes and value-added tax payable on the prices together with the service charge

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### **About Niccolo Chongqing**

The city's highest hotel offers a superb location in the heart of Jiangbeizui, Chongqing's dynamic new Central Business District and the city's most fashionable address. Ideally situated on levels 52 to 62 of Tower 1 Chongqing IFS, The Hotel offers the discerning traveller 252 elegant, luxurious guestrooms and suites with spectacular, unrivalled vistas of Chongqing and beyond that naturally shift as the day transitions from day into night. The three sky-high destination restaurants and bar on level 62, Niccolo Kitchen, The Tea Lounge and Bar 62 which bring together culture, gastronomy and breath-taking views to offer a variety of unique, sky-high destination dining experiences that are sure to delight the discerning palates of today's global travellers as well as the city's well-heeled locals. In addition, the hotel will include fitness centre Sky Gym, The Spa with five treatment rooms, and Sky Pool, a 20-metre swimming pool with panoramic views.

Niccolo Chongqing is set to become the city's desirable location for conferences, events, weddings and other celebrations. The hotel will offer outstanding event venues, including ten function rooms, the spacious Niccolo Ballroom with direct car access and outdoor event space The Courtyard on level 4, a stunning show-stopping, glass enclosed Conservatory on level 61.

### **About CULTI MILANO**

CULTI MILANO was founded in 1990 by Alessandro Agrati, an eclectic interior designer, who realized the strong appeal and impact that a perfume has on its environment. CULTI MILANO was the pioneer in inventing the Rattan sticks which diffuse the perfume in the air; an innovation that has not only become the Brand's source of proudness, but has also changed the way perfume diffusion is used and perceived worldwide. Hence, the company decided to develop its production in the perfumery segment and soon became the world's leading brand in research, fragrance development, and quality of materials.

**About Niccolo Hotels  
New Encounters. Timeless Pleasures.**

Niccolo Hotels is a collection of five contemporary chic hotels inspired by luxury fashion. Underpinning the brand is the desire to make life effortlessly luxurious for guests with engaging experiences, art and culture, and sophisticated spaces. The brand's first property Niccolo Chengdu opened in 2015, which was quickly followed by four further hotels – the brand's flagship The Murray, Hong Kong; Niccolo Changsha; Niccolo Chongqing and Niccolo Suzhou. Niccolo Hotels is a member of Wharf Hotels and Global Hotel Alliance, the world's largest alliance of independent hotel brands. Further details are available at [niccolohotels.com](http://niccolohotels.com).

**About DISCOVERY Loyalty**

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 17 million members recognition and perks across over 570 hotels, resorts and palaces in 85 countries. Elite members have the opportunity to immerse themselves in local culture through Local Experiences, distinctive activities that capture an authentic taste of each destination. For more information, visit [discoveryloyalty.com](http://discoveryloyalty.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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