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.

This is why originality is one of the key values of the Brand.

2015 marked the beginning of a major renewal process, in terms of strategy and organization.

The existing products were enhanced and new concepts were created, including newly formulated fragrances.

The goals that the company had set for itself, in fact, were first to maintain the Brand’s high-end positioning in the market and to continue to be a trail blazer, introducing new ideas and new trends for a highly refined, demanding clientele who’s unremittingly seeking sophisticated sensorial stimuli.
ORIGINALITY

CULTI MILANO, the unrivaled benchmark in the world of home fragrances, the first to launch, back in 1990, the world-known home perfume with rattan sticks. Its fragrances are famous for their elegance and for their original combination of scents. Incomparable.

QUALITY

The perfect combination of natural and synthetic ingredients creates sophisticated shades, fragrance’s color slightly change its appearance, thanks to the oxidation of the fragrance itself with the outer environment.

DESIGN

The shapes of CULTI MILANO characterizes living and working spaces with elegance, modernity and innovation. When the fragrances are diffused, they amplify a positive feeling and enhance the location where they are diffused.