



## 2010 FiFi® AWARDS

### Perfume Extraordinaire of the Year 2009

**TO: Fragrance House** Members of The Fragrance Foundation

**FROM:** Mary Ellen Lapsansky

**DATE:** February 10, 2010

**RE:** Perfume Extraordinaire of the Year 2009

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As you know, The Fragrance Foundation created a *new* FiFi® Award category which was given for the first time at the Award Ceremony in 2009, “Perfume Extraordinaire of the Year.” This award recognizes the actual “juice” of a fine fragrance, an extraordinary olfactive creation launched within the award year. The award is about craftsmanship and measures the aesthetic beauty of the fragrance identified by its design, signature, creativity and quality. It not only recognizes the Essential Oil Company but also the perfumer(s), who as olfactive visionaries inspire us most when their creations move the market forward.

Every Essential Oil House member of the Foundation is eligible to submit an entry, as well as manufacturer members that employ in-house perfumers. Non-members are also eligible to submit an entry on the condition that they become members of the Foundation or pay an entry fee.

Those companies that wish to participate will be allowed to submit one entry, either masculine or feminine. The fragrance submission should be based on aesthetic quality (creativity and artistry), not commercial viability. It must have been created for the US market in 2009. Specific guidelines for submission of a nominee as well as the entry form are attached.

For your information, this category is judged by an independent panel of fragrance authorities who will evaluate each fragrance submission (identified by an assigned code to insure impartiality) over a period of one week. The judges will not be able to confer with one another since the members of the judging panel are only known by the Foundation. The judges will be sent the collection of submissions, the criteria, detailed instructions on the evaluation process and the ballot.



Once the ballots are returned they will be tabulated by the independent accounting firm, Spurduto, Spector and Company.

If you are interested in submitting a fragrance for “Perfume Extraordinaire of the Year,” please fill out the attached entry form completely and follow the guidelines for submission. **All entries must be received at the Foundation offices no later than Friday, March 5th, 2010.**

Should you have any additional questions please feel free to email or call me at 212-725-2755 x106; [mlapsansky@fragrance.org](mailto:mlapsansky@fragrance.org).

With best wishes,

Mary Ellen Lapsansky  
Vice President

**The Fragrance Foundation, 545 Fifth Avenue, Suite 900, New York, NY 10017**



## Perfume Extraordinaire of the Year 2009

### GUIDELINES

- Each fragrance “house” that employs perfumers can submit **one** fragrance (masculine or feminine) as a nominee. This fragrance must have launched on the US market in 2009.
  
- All submissions **must be submitted blind to The Fragrance Foundation in standard half ounce pump sprays, silver caps, with a blank white label. Please send a total of 15 bottles** of the fragrance. The Foundation will assign a code to each submission. The bottles will not be identified by company, only by code.
  
- Fill out the Entry Form completely and include with the fragrance submission.
  
- Members of the Foundation are eligible to enter at no charge; non-members must pay an entry fee or become a member of the Foundation. Non-members please contact Mary Ellen Lapsansky (212-725-2755, x106) to discuss cost involved.
  
- All entries must arrive at The Fragrance Foundation no later than **Friday, March 5<sup>th</sup>, 2010**. Please send to:

**The Fragrance Foundation**  
**FiFi Award – Perfume Extraordinaire**  
**545 Fifth Avenue, Suite 900**  
**New York, NY 10017**

**Attn: Mary Ellen Lapsansky**



## **Perfume Extraordinaire of the Year 2009 Entry Form**

**The following information is for The Fragrance Foundation only and will not be shared with the judging panel.**

Fragrance Gender: \_\_\_\_\_

Fragrance Description: \_\_\_\_\_

List name of perfumer(s)/fragrance team that worked on creation of fragrance:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Confirm timeframe of launch on U.S market in 2009: \_\_\_\_\_

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Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

