

Check one women's and one men's fragrance in each category except for the **UNIQUE BOUTIQUE** category, which combines women's and men's and unisex.

Luxe

Fragrances sold in Specialty and/or Department Stores (Over 250 doors)

Unique Boutique

Fragrances sold in Boutique and Specialty Stores (50 doors or less)
Category encompasses women's, men's and unisex fragrances – **CHECK ONE ONLY**
(only one FiFi® Award covering both Men's, Women's and Unisex will be given in this category)

- b•exquisite Bijan
 - bebe Eau De Parfum
 - Couture Couture by Juicy Couture
 - Crescent Row Collection: laugh with me Lee Lee / something about Sofia / my place or yours Gina
 - Cristalle Eau Verte
 - D&G Fragrance Anthology
 - Dolce & Gabbana rose the one
 - Flora by Gucci
 - Gap Close Eau de Toilette
 - Kat Von D Saint
 - Lancôme Hypnôse Senses
 - Leslie Blodgett Perfume Diaries, Bare Skin
 - Lola Marc Jacobs
 - Mariah Carey Forever
 - Perry Ellis for Women
 - Pretty
 - Queen by Queen Latifah
 - Republic of Women
 - Versace Versense
 - Very Hollywood
 - Michael Kors Eau de Parfum
 - YSL Parisienne
- Five Star Fragrance Company
 - Inter Parfums USA
 - Elizabeth Arden
- Benefit Cosmetics
 - Chanel
 - P&G Prestige Products, Inc.
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 - P&G Prestige Products, Inc.
 - Inter Parfums USA
 - Sephora
 - Lancôme
- Sephora
 - Coty Prestige
 - Elizabeth Arden
 - Falic Fashion Group
 - Elizabeth Arden
 - Parlux Fragrances, Inc.
 - Banana Republic
 - Euroitaly Inc.
- The Estée Lauder Companies Inc.
 - YSL Beaute

- b•exquisite Bijan
 - ckfree Calvin Klein
 - D&G Fragrance Anthology
 - Givenchy PLAY
 - Hugo Element
 - John Varvatos Artisan
 - John Varvatos Rock Volume One
 - La Nuit de L'Homme
 - Lacoste Challenge
 - Legend Michael Jordan
 - Marc Eckō
 - Nautica Oceans
 - Only The Brave
 - Perry Ellis Platinum Label
 - Power by 50 Cent
 - Republic of Men
 - Shiseido Zen for Men
 - Tom Ford Grey Vetiver
 - Usher VIP
- Five Star Fragrance Company
 - Coty Prestige
 - P&G Prestige Products, Inc.
 - Parfums Givenchy
 - P&G Prestige Products, Inc.
 - Beauté Prestige International
 - Beauté Prestige International
 - YSL Beaute
 - P&G Prestige Products, Inc.
 - Five Star Fragrance Company
 - Parlux Fragrances, Inc.
 - Coty
 - Diesel Fragrances, L'Oréal
 - Falic Fashion Group
 - ighthouse beauty marketing
 - Banana Republic
 - Shiseido Cosmetics America
 - The Estée Lauder Companies Inc.
 - Elizabeth Arden

- Alford & Hoff (men's)
 - APOM pour Homme/APOM pour Femme (men's/women's)
 - Aqua Universalis (unisex)
 - Arabian Nights Pure Oud (unisex)
 - Baroque Pearl for Gump's (women's)
 - Cologne Pour Le Matin/ Cologne Pour Le Soir (unisex)
 - foreverlily (women's)
 - Futur de Robert Piquet (women's)
 - Guerlain La Petite Robe Noire (women's)
 - Halston Man Eau de Toilette (men's)
 - Halston Woman Eau de Parfum (women's)
 - Kristiansand New York (men's)
 - L'Oeuvre Noire Back to Black, Aphrodisiac (unisex)
- Through Smoke Creative
 - Maison Francis Kurkdjian
 - Maison Francis Kurkdjian
 - by Kilian
 - Through Smoke Creative
 - Maison Francis Kurkdjian
 - Good True Beautiful, Inc.
 - Fashion Fragrances & Cosmetics, Ltd.
 - Guerlain
 - Elizabeth Arden
 - Kristiansand New York
 - by Kilian

- Lumière Noire Pour Homme/ Lumière Noire Pour Femme (men's/women's)
 - Nightscape (men's)
 - NOOKA by Nooka (unisex)
 - Odin Fragrances Collection: 01, 02, 03 (unisex)
 - Tom Ford Private Blend
 - White Suede (unisex/women's)
 - Tuberose Trilogy (unisex)
 - Victorinox Swiss Unlimited (men's)
- Maison Francis Kurkdjian
 - Ulrich Lang New York
 - Nooka Inc.
 - Foundry NYC
 - The Estée Lauder Companies Inc.
 - Histoires de Parfums
 - Victorinox Swiss Army

Vote

Nouveau Niche

Fragrances sold in Specialty Stores (51 to 250 doors)

Popular Appeal

Fragrances sold in Drug and Chain stores

- a scent by issey miyake
 - Acqua di Parma, Magnolia Nobile
 - Black Fleece by Brooks Brothers Eau De Parfum
 - Bond No. 9 Astor Place
 - Bond No. 9 Perfume
 - CH by Carolina Herrera
 - Collage by 3.1 Phillip Lim & Natalie Gracia-Cetto
 - Ende/Anfang by Damir Doma & Yann Vasnier
 - Solar Donkey Power by Henrik Vibskov & Louise Turner
 - Smell by Henry Holland & Stephen Nilsen
 - Nicoll 17 by Richard Nicoll & Rodrigo Flores Roux
 - Whiskey Caramélisé by Toga & Alexandra Kosinski
 - Eau Mega by Viktor & Rolf
 - Escale à Pondichéry
 - Escale à Portofino
 - essence narciso rodriguez eau de parfum
 - Fleur Liquide
 - Guerlain Idylle
 - Jo Malone Vanilla & Anise
 - L'Eau Ambrée by Prada
 - Life Threads Collection: Silver, Gold, Platinum
 - nanette by nanette lepore
 - Natori
- Beauté Prestige International
 - Acqua di Parma
- Inter Parfums USA
 - Bond No. 9 New York
 - Bond No. 9 New York
 - Puig USA, Inc.
- Six Scents Parfums Inc.
 - L'Oréal USA
 - Parfums Christian Dior
 - Parfums Christian Dior
- Beauté Prestige International
 - Studio BeautyMIX
 - Guerlain
 - The Estée Lauder Companies Inc.
 - Puig USA, Inc.
- La Prairie
 - Elizabeth Arden
 - Parlux Fragrances, Inc.

- Black Fleece by Brooks Brothers Eau De Toilette
 - Bond No. 9 Brooklyn
 - Bond No. 9 Perfume
 - Collage by 3.1 Phillip Lim & Natalie Gracia-Cetto
 - Ende/Anfang by Damir Doma & Yann Vasnier
 - Solar Donkey Power by Henrik Vibskov & Louise Turner
 - Smell by Henry Holland & Stephen Nilsen
 - Nicoll 17 by Richard Nicoll & Rodrigo Flores Roux
 - Whiskey Caramélisé by Toga & Alexandra Kosinski
- Inter Parfums USA
 - Bond No. 9 New York
 - Bond No. 9 New York
- Six Scents Parfums Inc.

- Avril Lavigne Black Star
 - Bath & Body Works Signature Collection Twilight Woods EDT
 - Faith Hill Parfums
 - Flirt! Flowerific Perfume Spray
 - Halle by Halle Berry
 - Mariah Carey Ultra Pink
 - Super Samba Woman
- P&G Prestige Products, Inc.
 - Bath & Body Works
 - Coty
 - The Estée Lauder Companies Inc.
 - Coty
 - Elizabeth Arden
 - The Perfumer's Workshop Int'l., Ltd.

- Playboy
 - Seduction in Black - Antonio Banderas
 - Super Samba Man
- Coty
 - Puig USA, Inc.
 - The Perfumer's Workshop Int'l., Ltd.

Private Label/Direct Sell

- In Bloom by Reese Witherspoon
 - Love Rocks
 - Naturelle
- Avon Products, Inc.
 - Victoria's Secret
 - Yves Rocher North America Inc.

- comme une Evidence
 - Patrick Dempsey 2
 - Vertical
- Yves Rocher North America Inc.
 - Avon Products, Inc.
 - Victoria's Secret

Initial Ballot

2010

FiFi® Awards

To be eligible, this original Ballot must be returned to The Fragrance Foundation's independent accounting firm:

Sperduto Spector & Company
15 Chester Avenue
White Plains, NY 10601

Ballots must be received by
Monday, March 22, 2010.

