



Linda G. Levy receives first-ever 2023 NYUL's Catalyst Award for leadership



Linda G. Levy, president of The Fragrance Foundation (TFF) was honored with the New York Urban League's (NYUL) first-ever Catalyst Award for her emboldening leadership in advancing Diversity, Equity and Inclusion (DEI) in the multi-billion-dollar fragrance industry. The award recognized Levy and TFF for their nonpareil commitment to DEI in the vast fragrance community. The event gathered some 250 luminaries from the fragrance and fashion industry, multiple business sectors and the civic community to

celebrate Levy at NYUL's 2023 Champions of Diversity Symposium and Awards luncheon at the iconic Plaza Hotel. Levy spearheads #FragranceForwardTFF, The Fragrance Foundation's sweeping DEI initiative to provide real-time opportunities for people of all backgrounds, and to ensure that the industry reflects, embraces, and includes everyone, equitably, in the U.S.

The occasion also marked the launch of a new, comprehensive partnership between NYUL and TFF. The Fragrance Foundation Catalyst Initiative will benefit NYUL's Diversity Lab and provide training, career development, mentorship, and job opportunities for professionals of color interested in careers in the fragrance industry. The initiative is supported by all 200 TFF member companies in a focused effort, including Fragrance Houses, Brands, Retailers and related businesses.

As one of the nation's oldest civil rights organizations,

NYUL is dedicated to the empowerment of New York's BIPOC communities through economic empowerment, career development, job training, education, mentorship, and health advocacy. "New York Urban League is proud to present our 2023 Champions of Diversity with Linda Levy as our very first Catalyst Award winner," says Arva R. Rice, president and CEO of the New York Urban League. "Linda and The Fragrance Foundation are at the forefront of taking the action and steps to diversify the industry in a bold new way."

Jerry Vittoria, TFF's Board Chairman, participated in the awards presentation to Levy, stating, "Linda has always been a catalyst of change, a catalyst of courage and a catalyst of doing the right thing. She puts DEI at the forefront of all TFF activities and is dedicated to bringing people together and opening the door for the exciting possibilities that the fragrance industry offers."

"I am honored to receive the inaugural Catalyst Award from the New York Urban League on behalf of The Fragrance Foundation and community," stated Levy. "It is not only about the Award itself, but what it symbolizes: our long-term commitment to ensuring that the entire industry reflects all people. We are 100 per cent committed to providing opportunities and building a sustainable platform to meet the interests of those served by the New York Urban League, its innovative Diversity Lab and the lasting impact our combined efforts are designed to have."

Hosted by Arva R. Rice, emceed by WNBC-TV anchor David Ushery and chaired by Helen C. Shelton, Global Chief Diversity Officer at FINN Partners and NYUL Board Member, Champions offered an insightful forum where leaders – new and established – gathered to exchange ideas on advancing diversity, equity, and inclusion and to celebrate

those who are making a tangible impact in this critical area. Champions began with a healthy calorie-free, continental breakfast followed by a powerful forum, a delicious lunch, and ended with the inaugural award presentation to Levy who was treated like a rock star as her proud husband Steven Levy joined her for photos and selfies. The event was attended by many top fragrance industry leaders including TFF's Board Chairman Jerry Vittoria; Fragrance Society founder Tiff Benson; Tricia Butler, president, Givenchy and Kenzo, North America, LVMH; Chris Collins, founder World of Chris Collins; Anne Gottlieb, president, Anne Gottlieb Associates; Sharné Jackson, executive director, TFF; Nicole Monson, senior vice president, Estée Lauder Companies; Giancarlo Pérez and Bernardo Möller, founders, House of Bô; and Linda Song, senior perfumer, Givaudan. (Photos by Rob Kim for Getty Images for TFF)



Sharné Jackson, Erica Lovett, Lynne Scott Jackson



Linda G. Levy speaks onstage during a luncheon hosted by NYUL to honor Linda G. Levy and The Fragrance Foundation at Champions 2023 event



Arva R. Rice, Linda Levy, Helen Shelton, Ward Corbett



Steven Levy, Linda Levy, Audrey J. Bernard, Helen Shelton



Giancarlo Pérez, Linda Levy, Avril Graham, Bernardo Möller



Anne Gottlieb, Linda Levy



Nicole Monson, Linda Levy, Arva R. Rice, Sharné Jackson



Linda Levy, Tiff Benson



Linda Levy, Melba Wilson



Jerry Vittoria, Linda Levy, Helen Shelton, Arva R. Rice



Arva R. Rice, Linda Levy, Sharné Jackson, Helen Shelton



Musa Jackson, Melba Wilson, Sharné Jackson



Chris Collins, Linda Levy, Arva R. Rice, Rob Smith



Steven Levy, Linda Levy, Sumit Bhasin, Jerry Vittoria