



**THE FRAGRANCE FOUNDATION CELEBRATED
FRAGRANCE DAY ON MARCH 21
AND FRAGRANCE WEEK ON MADISON AVENUE, MARCH 18-23**

***First Ever Pop Up Gallery and Shop Debuted in NYC in
Celebration of National Fragrance Day***

NEW YORK – March 27, 2025 – The Fragrance Foundation (TFF) celebrated Spring, and the artistry and passion of fragrance with **Fragrance Day™**, an annual day dedicated to the world of fragrance across the US, on **March 21st**, and launched the first-ever **Fragrance Week on Madison Avenue**. New this year, and as the centerpiece of TFF’s partnership with the **Madison Avenue Business Improvement District (B.I.D)**, TFF premiered its **first-ever *Fragrance Gallery and Pop Up Shop*** as a marquee destination for the famed thoroughfare’s ***Fragrance Week on Madison Avenue*** promotion. Located at **924 Madison Avenue in NYC**, the grand opening was fêted with a ribbon-cutting ceremony led by **TFF President Linda G. Levy and TFF Board Chair Jerry Vittoria** with special guests, fashion designers and brand founders, **Vera Wang, Anna Sui, and Francisco Costa, TFF Entrepreneur Committee Chair, Chris Collins,** and Madison Avenue B.I.D President, **Matthew Bauer on March 21.**

“Fragrance Day™ is such a big day for the fragrance community that it has grown into a month-long celebration with new fragrance launches from so many fabulous brands,” said Linda G. Levy, President of The Fragrance Foundation. “The excitement and activations crescendo on March 21st making it one of the most exhilarating times of the year to discover and experience all the newness in fragrance.” Adding, “What makes this Fragrance Day unlike any other, is that we debuted our first-ever Fragrance Foundation Gallery and Pop Up Shop on Madison Avenue. We were beyond thrilled to collaborate with the Madison Avenue B.I.D and be at the heart of their ***Fragrance Week on Madison Avenue*** celebration with a unique fragrance experience for New Yorkers and tourists alike.”

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Doors opened to fragrance enthusiasts on Friday March 21st with the 1500 square-foot ground floor space welcoming over 1000 visitors over the 3-day celebratory weekend thru Sunday, March 23rd.

In celebration of Fragrance Day on March 21, The Fragrance Foundation and the Madison Avenue B.I.D. presented the first ***Fragrance Week on Madison Avenue***, March 18th thru 23rd. Fragrance and fashion boutiques along Madison located between East 57th to East 86th Streets joined the celebration by offering exclusive events and experiences to create a sensational **Madison Avenue Fragrance Week 2025**.

“Madison Avenue on the Upper East Side is unparalleled in the depth and breadth of its fragrance offerings,” said Matthew Bauer, President of the Madison Avenue B.I.D. “The olfactory artistry of the fragrance brands residing on Madison Avenue throughout the year will rise in the crescendo of in-store experiences during Fragrance Week. We are honored to join with The Fragrance Foundation to celebrate the joy of scent.”

For photography from the event:

Getty by Kevin Mazur for The Fragrance Foundation, [March 20th](#) & [March 21st](#)

About the Fragrance Foundation Madison Avenue Gallery and Pop Up Shop

In a nod to the neighborhood, the pop-up, conceptualized by TFF, will be a curated, multi-brand experiential hub of the season’s most anticipated scents set against a gallery-like setting for the grand opening weekend. Featuring the newest fragrance launches from indies to designer brands on display, consumers will be able to smell and sample the season’s trending notes from Citrus infused scents to florals and Sweet inspired creations. With a series of special events planned from perfumer visits to fragrance talks, the Fragrance Gallery will be a destination to discover the captivating world of fragrance, rotating established and entrepreneurial brands throughout the weekend. Enthusiasts are invited to come and experience brand stories and meet the passionate people behind the creations.

About Fragrance Day

Nationwide, the scent-filled celebration will feature meet-and-greets with fragrance experts and brand ambassadors, and a record number of new fragrance launches to exclusive sampling and discovery sets, shopping events, promotions, and more. Uniting its members of fragrance houses, brands and retailers under the **#FragranceDay** banner, TFF creates online and in-store excitement nationwide for everyone who loves fragrances to join in. Participating national retailers and ecommerce sites for Fragrance Day 2025 will include Bath & Body Works, Bloomingdale’s, Bluemercury, JCPenney, Macy’s, Nordstrom, Saks Fifth Avenue, Sephora, Thirteen Lune, Ulta and Victoria’s Secret. Launched in 2018, the annual event grows exponentially each year with events and activations.

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The Fragrance Foundation

The Fragrance Foundation (TFF) is the industry's preeminent organization that celebrates fragrance creation from the people to the products that bring captivating scents to life. With its mission to inspire the world to discover the passion and artistry of fragrance, TFF sets standards of excellence for the industry and embraces the diversity of the marketplace. As the premier resource for all things fragrance, TFF informs and inspires through education and events. A not for profit association, the Foundation counts 160+ of the nation's most foremost brands, fragrance houses, and retailers as its members, expanding its roster to include independent brands. For more information, please visit www.fragrance.org and our social channels including **@FragranceFoundation** on Instagram **@TheFragranceFoundation** on Facebook and YouTube.

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