



In Memoriam



**ANNETTE GREEN
PRESIDENT EMERITUS
THE FRAGRANCE FOUNDATION**

It is with a heavy heart that we share sad news with our community today. The Fragrance Foundation mourns the loss of one of its own and most influential and inspiring figures who was integral to the trajectory of the American fragrance industry, with the passing of **Annette Green**. At the helm of the prestigious Fragrance Foundation for over 40 years, Annette shared all in *Spritzing to Success*, her autobiography, and forever changed the consumer landscape of fragrance appreciation and education. She was a force in the industry who became an icon by championing fragrance with passion and dedication, weaving it into the cultural fabric and daily ritual of our country.

She was destined to a life in perfumery as her mother went into labor in the fragrance department of the grand Wanamaker's store in Philadelphia in 1924. From that moment, her journey into the world of fragrance became a trailblazing tale of many firsts in the industry and the chapters that would take fragrance enthusiasts behind-the-scenes of the American fragrance industry through her memoir.

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A student of journalism, she took that tenacious and inquisitive quality and noticed a growing trend of American women purchasing fragrance in drugstores. From her first job as an assistant editor of a trade publication and then onto owning her own PR agency, her legendary story began.

Joining the Fragrance Foundation as Executive Director in 1962, her decades long career was marked by growth, innovation and a reinvigorated energy to transform the American fragrance business. Throughout her tenure, Annette established a legacy of educational excellence through the FIT (Fashion Institute of Technology) Cosmetics and Fragrance Marketing Undergraduate Program in 1994 and then the Graduate program in 1999. Today, The Annette Green Fragrance Foundation Studio, modeled on professional facilities, remains as the only dedicated fragrance lab on a US college campus, giving students hands-on experience. Her impact and the lives she has touched are immeasurable, even reaching school aged children with educational tools for scent.

Always a visionary, in 1973 Annette created the iconic Fragrance Foundation Awards making the coveted FiFis, a symbol of scent excellence. The ceremony has grown into an annual celebration of American creativity and innovation, attended by leaders from the worlds of fragrance, fashion, art, music, culture and business.

Annette retired in 2002 following her illustrious career as the longest serving leader. Her autobiography released in 2018 became an instant hit, chronicling her successes and her love of scent.

Annette Green and I formed a special bond when I took on the role of President of The Fragrance Foundation in September 2017. Annette became my cherished mentor, friend and supporter in the years when I first led TFF and our close relationship continued through this year when she turned 102 years old.

On behalf of the TFF membership and entire fragrance community, we extend our condolences to Annette's family, friends and to all who knew her during her remarkable life. Her legacy will live on forever as our fragrance world continues to grow stronger every year.

With deep appreciation and gratitude,
Linda G. Levy
President, The Fragrance Foundation