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#### PHOTOGRAPHY: MICHAEL AVEDON

Michael Avedon is a New York-based photographer whose dynamic fashion images have appeared in Harper's Bazaar, CR Fashion Book, and Dazed & Confused, among many others. In his personal work, he carries on the legacy of his grandfather Richard Avedon with intimate, insightful portraits of artists, creators, friends, entertainers, and politicians.

#### CONTRIBUTORS

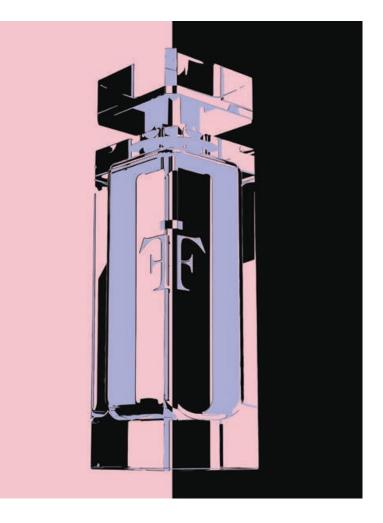
EDITORIAL: APRIL LONG April Long is a Brooklyn-based writer and editor, focusing on beauty, fragrance, and travel. Formerly the executive beauty editor of ELLE Magazine, Long's work has been recognized with 12 awards for Editorial Excellence in Fragrance Coverage by the Fragrance Foundation between 2010 and 2018.

#### CREATIVE: CHAD LAVIGNE

Chad Lavigne has been creating packaging designs for luxury and niche brands for 20 years. His work includes iconic fragrance bottles for Michael Kors, Tory Burch, Kenneth Cole, and Sarah Jessica Parker, and his diverse client list, encompassing everything from cosmetics to sporting goods, includes Marc Jacobs, Tommy Hilfiger, Ralph Lauren, Caswell-Massey, Bath & Body Works, and Fred Segal.

#### THE FRAGRANCE FOUNDATION

congratulates ANN GOTTLIEB, OLIVIER CRESP, and FRÉDÉRIC MALLE and all the 2018 nominees!



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#### THE FRAGRANCE FOUNDATION 2018 AWARDS

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**"TO INSPIRE THE WORLD TO DISCOVER** THE ARTISTRY AND PASSION OF FRAGRANCE"

# HALL OF FAME AWARD ANN GOTTLEB

#### "Fragrances should truly inspire you."

Fragrance developer Ann Gottlieb has done more to shape the modern world's olfactive landscape than perhaps any other individual. Currently celebrating her 50th year in the industry, Gottlieb humbly describes her role as "the liaison between the brand and the fragrance houses, translating a brand vision or product concept into scent." But her successes, from the fruity bouquets she introduced to the market through Bath & Body Works to her blockbuster creations for Calvin Klein (including Obsession, Eternity, and cKOne), have proven that she is much more than that. She's a true scent whisperer, a woman who knows exactly what consumers want before they even know it themselves.

Gottlieb got her start working with another legend, Estée Lauder, catching the attention of the beauty doyenne with her strong opinions about fragrance. "I had no idea whatsoever that I had any kind of talent, or a nose that was any different from anyone else's," she says. But when Lauder sailed through the offices dousing her employees in perfume and asking for opinions, Gottlieb responded with honesty and insight. "I was 24 years old and probably didn't know any better," she says, "but she kept coming back to me, and I ended up going from an entry level role to head of product development at Lauder in six-andhalf vears."

Since founding her own company, Ann Gottlieb Associates, in 1983, Gottlieb has worked with everyone from Dior to Dove, and has guided the creation of scents as varied as Axe's chocolate-addiction Dark Temptation and Marc Jacobs' whimsical, strawberry-tinged Daisy. Gottlieb's unique ability to recognize and propel forward promising fragrance nuggets that often become masterpieces with mass appeal comes not only from her stellar sense of smell and her unerring instincts, but also from the collaborative spirit she brings to her work. She understands keenly that a synchronicity between packaging, marketing, and the product itself is crucial to success, so she always keeps the lines of communication open. "I'm proud of the fact that many fine fragrance, personal and air care marketers are much more fragrance-literate after having worked with me," she says. "I will always share everything I can about my process and about what I do."

#### What did you learn from Estée Lauder that stayed with you throughout your career?

I learned that you please the consumer with a fragrance that has real identity and that fragrances should truly inspire you and keep sending you back to repurchase. I was fortunate to learn from her, because she taught me the importance of quality which has served me in every category with which I've been involved.

#### Your projects have run the gamut through every category. What would you say they all have in common?

They are all focused on the consumer and the brand. Really, what I am is a marketer with a very good nose, because I can't develop a fragrance or a line of products unless I know who the consumer is and what she's using. Whether I'm developing a really expensive perfume or a candle, the thought process is the same.

#### What defines a successful scent?

It's a cohesive mix. You can attract consumers with a beautiful bottle. but if the product does not meet the consumers' expectations-for instance, if it's a pale pink package with lovely flowers on it, and they open it up and smell a heavy, woody, ambery fragrance-there's a disconnect, and people generally don't respond well to that kind of surprise. You also must have something in that bottle that is truly loved, or consumers are going to abandon you. It has to have a combination of something that's unique with something that is commercial-and it has to capture the cues of the brand.

#### What are you proudest of professionally?

I've had two significant marriages in my professional life; to Calvin Klein and Axe. And both of them have played a major role in my success. Then I have a pair of twins called Dove and Dove Men & Care, and they have lots of Unilever cousins. Dior J'Adore and the Marc Jacobs fragrances also rank high for me. And my newest baby is air care and it has been fascinating exploring this new realm of fragrance.



#### What are your favorite notes?

It truly depends on what I'm doing. Obviously, fruits and flowers hav been a big part of my background because, through the first four year with Bath and Body Works, while creating a category that didn't exis before, we helped the American public develop an affinity for fruit notes. But it's my love for vanilla that has lasted my whole career. It what made Obsession, my first fragrance for Calvin Klein, so addictive.

#### You travel a great deal. How has that contributed to your understanding of scent?

One of the greatest gifts that I've received in my career is the chance to To receive this award for the recognition of the contributions I've made experience the relationship that people in more impoverished areas of the world have with fragrance. Some of my most meaningful moments to the world of fragrance is a validation of my work and is absolutely have been going into favelas in Brazil and visiting people's homes in thrilling. I am truly honored and poised to continue for the next 50 years!!!

PORTRAIT BY MICHAEL AVEDON

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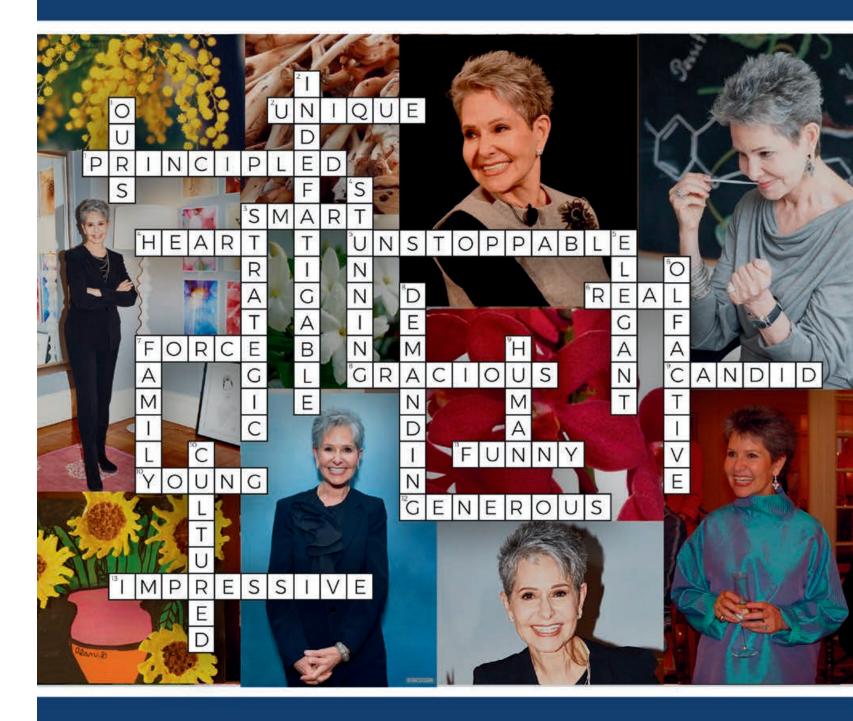
India and Thailand; seeing how universal the love of fragrance is, and how people will do anything to have it in their lives, even if it's just adding a scented laundry detergent to water and pouring it on the floor.

#### Are there specific developments that you'd like to see?

I am hopeful that in the not too distant future the challenge of successfully selling fragrances online will be met... and that we are able to replicate the in-store trial experience digitally.

#### How does it feel to be inducted into the Fragrance Foundation Hall of Fame?

### WORDS TO DESCRIBE Ann Gottlieb



With love, admiration and respect, Your many friends at Firmenich **Firmenich** inspiring!



FRA'GRANCE ANN GOTTLIEB ASSOCIATES



With love and gratitude, Ann



### Givaudan Congratulates

The Fragrance Foundation Honorees Olivier Cresp, Frédéric Malle, and Ann Gottlieb for their outstanding achievements in fragrance creation.

We salute the 2018 award nominees and winners.

We salute your achievements in the fragrance world. You inspire perfumers and create legendary products. You are a true partner and friend.

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# ACHIEVEMENT, PERFUMER AWARD CRESP

#### "A beautiful idea has to be wearable on skin."

There aren't many living noses who can be credited with creating an entirely new olfactive family, but, when Olivier Cresp concocted Thierry Mugler's Angel in 1992, that's precisely what he did. Angel's unmistakable, head-turning whoosh of floral-tinged cotton-candy-and-patchouli voluptuousness ushered in an era of gourmand scents, forever changing the landscape of the fragrance industry.

Yet there also aren't many perfumers as versatile as Cresp, who, over the course of his 40-plus-year career, has moved nimbly between the airy, lemony zest of Dolce & Gabbana Light Blue to the warm, leather-and-spice embrace of CH Carolina Herrera, continuously and passionately experimenting in search of the next revelatory sniff. A maestro of minimalism, Cresp can make notes dance in ways that are surprising and unique but also eminently wearable; he excels at crystallizing complex, often contradictory ideas so that they become sleek and sophisticated, sometimes even deceptively simple, when sprayed onto skin.

Born into a long line of aroma aficionados, Cresp grew up among the abundant, glorious smells of Grasse, perfumery's historical and geographical beating heart, experiencing first-hand the raw materials that would come to define his craft. "My father was a broker, specializing in citrus and in flowers," he says. "When my brother and sister [both of whom also became perfumers] and I were young, he would bring home small bottles of fresh natural ingredients every day. We would dip blotters into them, and line them up on our big Provencal furniture so that we could spend the whole evening smelling the evaporation of violet, rose, and jasmine. It was great to have that chance to smell them in their purest form."

Cresp joined Firmenich in 1992, was named Master Perfumer in 2006, and was honored with the title Chevalier des Arts et des Lettres from the French Minister of Culture in 2012. Receiving the Lifetime Achievement Award from the Fragrance Foundation is, he says, "like a dream. It's something I didn't expect at all in my career. To start from scratch and have maybe the highest award that one can get is really incredible. I'm very honored." Then he laughs. "But I am too young, yes?" The best may be yet to come.

#### Do you remember the first smell that you truly loved?

Olivier Cresp: My father grew jasmine bushes in our garden, and the jasmine in Grasse is some of the best in the world-it's heavy, a little bit animalic, and simply gorgeous. It was among the first ingredients I ever smelled, and I loved it immediately.

#### What was the first perfume you created?

I created my first fragrance when I was about eight years old. I was in my room, and I had collected flowers, which I tried to macerate in alcohol that I bought at the pharmacy. It did not smell great. But my first fragrance that became known was Aire by Loewe. It's very sparkling and fresh, and it's still one of the top selling fragrances on the Spanish market. I created it in 1985, and it helped me believe I could do something in perfumery, not only because it smelled good, but also because it was a great success.

#### And now people all over the world are wearing your work. How does it feel to pass someone on the street wearing a scent you created?

When someone is wearing one of my fragrances, whether it's a man or a woman, it immediately makes me smile. I don't say anything, but I feel very proud. Sometimes when my wife and I are out in Paris, she'll introduce me to someone saying, "My husband is a perfumer." They'll say, "Oh, you are a nose? What did you create?" But when I tell them, they don't believe me.

#### Which fragrances are you particularly proud of?

They're like children, so it's hard to choose! Some of them are very well known. Some of them are not known at all. It's important for me that I've done some timeless fragrances, such as Lacoste Pour Femme. and Nina for Nina Ricci. I have several fragrances in different styles, which are still doing well on the market after 15 or 20 years, and I'm glad to have achieved that. I hope they will last forever. Of course, there is Light Blue–and Angel, the blockbuster.

#### Because of Angel, you are always going to be associated with gourmand notes.

I worked on Angel for two years, and I knew I had a terrific, very outstanding fragrance. When my wife was wearing it, people stopped her on the sidewalk. Once we even had someone knocking at our door in the middle of Paris at 9:00 at night saving. "We followed you home. What is that fragrance? Can we buy it?" We had to tell them it wasn't on the market yet. That's why I was very confident working on that idea. I knew deeply in my heart, and my wife as well, that we had in our hands a gold nugget, which would be very successful. But I didn't predict that I was inventing a new family, the gourmand-although, while staying humble, that was the case.



#### How would you characterize your style as a perfumer?

I don't want anything to be too complicated. My style is very minimalist. I write short formulas, because otherwise I get lost. To keep a nice clear vision, I would use no more than 20 to 40 ingredients. I'm also lost when someone asks me to make an abstract fragrance. My style is more figurative. When I smell a flower, say for example a gardenia in Brazil, I immediately write down some ingredients to capture the smell. I then try to make a fragrance wearable, while also bringing diffusion, long-lastingness, and sillage. You can start with a beautiful idea, but then the beautiful idea has to be wearable on skin, which is not easy.

#### What are the most important qualities a nose can have?

Creativity, and creativity. I can teach someone how to make a fragrance What is your favorite smell in the world? powerful, or how to make it stay on the skin. The technical part is easy. But I should probably keep this a secret, but I love red wine. My favorite creativity is something that can't be taught. I would also say that passion smell would definitely be an old, good, red Bordeaux. It's woody, slightly is very important. Sometimes I need to work on a fragrance for four or five spicy, nice and rich. Unfortunately, I cannot drink too much wine every years, with thousands of experiments. You need passion for that. day. Though I'm dreaming about a nice glass right now.

#### From whom have you learned the most?

I learn from clients and colleagues every day, because it's a wide, wide industry. I'm always smelling new ingredients and molecules, and trying to incorporate them. I've felt more confident since the age of 45. When I started in perfumery, someone told me, "You will need 10 years minimum to feel something." I was quite upset, because I was 20 years old. I said, "Come on, the world belongs to me! In two years I will be a genius." But no, he was right. I only really felt like I was getting started at 45. It's like a good doctor, you need 10 years of learning, and then you have to practice. Now I know exactly where to go without doing too many experiments. I'm not doubting or hesitating.

## DOLCE & GABBANA

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Shiseido Americas is pleased to join the Fragrance Foundation in honoring OLIVIER CRESP, whose dedication to the fine art of fragrance creation is an inspiration to us all.



#### PROUDLY SUPPORTS THE FRAGRANCE FOUNDATION AND CONGRATULATES TONIGHT'S HONOREES

#### **ANN GOTTLIEB**

#### **OLIVIER CRESP**

#### **FRÉDÉRIC MALLE**

# GAME CHANGER AWARD Frédéric MALLE

#### "Perfume is like a silent language."

When Frédéric Malle launched his groundbreaking Editions de Parfums with nine unique and unusual scents in 2000, he reintroduced true luxury to perfumery in a very specific and elevated way that is still making waves today. By placing the spotlight on the perfumers, whose individual talents had been too long unsung, he shifted the focus away from the distracting marketing and one-scent-fits-all ethos of the 1990s, and back to the artistry and quality of the juice itself.

Inspired by the values of his family legacy-his grandfather, Serge Heftler-Louiche, founded Christian Dior Parfums and worked with the legendary Edmond Roudnitska; his mother, Marie Christine, helped develop Eau Sauvage-Malle set out to create fragrances that were each as distinctive and memorable as masterpiece paintings. He positioned himself as a "publisher" of fragrance, working with perfumers to push boundaries, or, as he says, "help them be themselves," without pre-set briefs or market testing. Because of all of this, he's often called father of niche perfumeryand indeed he is, yet the craftsmanship and sophistication Editions de Parfums fragrances still place them in a class of their own. "I did not invent anything and at the same time I invented a lot of things," Malle says. "I just really put the parish back in the middle of the village."

Naturally, perfumers clamor to work with Malle, knowing that those distinctively minimal, sleek bottles can contain poetry and vision, and that to be aligned with him is to be aligned with a notion of fragrance that's as rich, varied, and boundless as it can be. Always moving forward, he has recently been bringing younger perfumers into the Editions fold, an experience he finds humbling in an unexpected way. "They see me as an expert in this industry," he says, "And I know that I've done many things, but I've never considered myself to be an expert. I always consider myself to be someone who has to learn more. and I don't think that one can be modest enough. I've always learned from perfumers, and although I'm happy to communicate whatever I know, I still believe that I'm the one learning from them."

#### How does it feel to be recognized by the Fragrance Foundation?

It's a nice recognition. It's like an Oscar for your career, so it's humbling. And touching. Since my mother and her father both worked in this industry, it's very rooted in me. Having an award like this means that I have maybe contributed something too. It's not just an award for doing something in life, it's like an accolade from someone very close to me, which is why I'm so moved.

In France, when someone compliments your tie, you say, "Oh, it's old," or, "There is a huge stain on it." But in America people simply say, "Thank you." Being still very French, I want to downplay this a little bit, and sort of pretend that it's something I got by luck. But deep down, I know that it's not. It makes me proud, because I know that what I did almost 20 years ago has set the path for this business to go back to

its roots. For me it just started with the idea of returning to the type of perfumery that I'd been hearing about all my life where one doesn't cut corners, and where the act of creation is important to everything you do.

#### What was the environment like back then?

The idea at that time was that perfumes should be sold in a self-service manner, in stores that were organized like supermarkets. But when you bring everybody to your aisle, you have to please everybody. That means you have to create a fragrance that's built a bit like a house, with multiple doors so that everybody can come in. That generates perfumes that have very weak personalities. They're like everybody's best friend-very popular in the beginning, and then they finish very lonely because no one wants to marry them. They are not perfumes that will be the love of your life.

What gave you the idea to become a fragrance "publisher"? My friends were perfumers, and I used to talk to them every day. They wanted to create, to make a difference, to really reinvent the wheel each time to create strong, individual perfumes. But instead they were being asked to do the same thing over and over again for a cheap price and with no time. They were depressed. I also knew that the people in Paris and New York who really loved beautiful things weren't able to find a perfume that they loved. So my idea was to create a connection between the best perfumers, who could come up with perfumes that were likely to be works of art, and the more demanding customers.

I knew that I wanted to put the perfumers forward. I always thought it was very unjust that perfumers were not named or invited to launches. It was such a waste, because their stories were so much more interesting than what the business was communicating.

#### What's your role in the creation process?

My relationship with perfumers is one of mutual trust, and I try to adapt to each of them and what they need. There are some, like Dominique Ropion, who I've known for 30 years and who is my closest ally, with whom I share common language. We exchange thoughts at every level, from the onset to months of tweaking so that the fragrances become like those Swiss watches that work perfectly. Then there are perfumers who need more privacy. I see them every two or three months and they give me the big stages that they deem important. My job is really to push them to be expressive and free. It's also my job to help them stay on track, because there's nothing worse than a perfume that is trying to say three things at the same time, or, when we are in a corner, to give them ideas that breathe new life into a creation.

#### How do you select the perfumers you work with?

Perfumery is a funny business, because it's very competitive, but people are also generally good sports and quite caring to one another. So we



talk about each other's good work. And when I hear about someone something which was the equivalent of a mirror for a garment, someinteresting, I go to them and ask them to show me things that they truly thing that would sort of show you the aura that you would have while like, and then we do some trials, which helps me see how they function. wearing the perfume. So I invented the smelling booths, which were I always appreciate someone telling me no, I don't agree. All of the adaptations of cabins that are used in labs in order to smell fragrancperfumers l've selected are very opinionated. Perfumery is talent, hard es. I was also thinking of the way that perfumers I had worked with work, and technique, but you have to also have strength. sprayed perfumes into corners. It was a trick they used-to spray the scent, walk away, then come back.

#### Your stores have also been quite revolutionary. What was the original idea behind them?

I wanted the bottles to have a very pared-down aesthetic, in order to glorify the perfume, but I thought we should compensate for their austerity by designing very beautiful stores. Ours were the first stores to look like homes–and that was because the endeavor was so personal to me. I was showing my friends' work and I wanted people to feel comfortable while discovering that work. That whole experiential thing that people talk about so much today is something that we did 20 years ago. The other important thing I did was to come up with a manual to train people how to sell perfume according to individual personalities. This allows for a huge variety of perfumes to be made. You don't have to shoot in the middle.

#### What's the secret to matching a person with their perfect scent?

It's basically just the art of listening, and observing. I believe that everyone wants to seduce in a certain way, and each person has an ideal. Perfume is like a silent language that reflects their aesthetics.

Mountain air at night; that contrast between burnt wood and snow. And You also introduced a new way for customers to smell the scents. the smell of white flowers in the summer, like a gardenia blooming at I thought that the way perfume was experienced with blotters was night. The last is very domestic: Smelling my wife in Portrait of a Lady is wrong. Blotters are great instruments to work with in the lab, but they something that never bores me. This morning, I shaved just after she had never give you a full picture of the perfume. They can tell you the left, and there was this smell of Portrait of a Lady still in our bathroom. story, but they don't give you the atmosphere, and I wanted to create It's amazingly satisfying.

PORTRAIT BY MICHAEL AVEDON

#### What's your assessment of where the perfume industry is today, and your thoughts on where it will go next?

Today we are at a crossroads. In the past, perfumery was mass, celebrity driven, and image driven. Now the conversation is back on product, which is wonderful. And I think that we-as well as brands like Serge Lutens and Byredo-have given hope to people that you can start small and become very acod businesses. But I think now there is a lot of noise in the industry. Ultimately, only a few of the brands will survive. What I'm hoping comes out of it is that we will find new ways to be creative. I think the future is in people. I don't believe in miracles of technology for perfume. I just believe that, as it has been in this business for hundreds of years, you're going to have someone of great talent inventing a new shape, and then it will be called a trend because everybody will copy it. But the novelty will come from perfumers. Whether it's a cream, a foam, or a perfume is almost irrelevant. It's the scent that will elevate it.

#### What are your three favorite smells in the world?

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Gamechanger

### **FRÉDÉRIC MALLE**

**Risktaker**, Collaborator **Respecting the Art of Perfumery** 

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# Linda G. & Jerry LEVY & VITTORIA

PRESIDENT. THE FRAGRANCE FOUNDATION

#### CHAIRMAN OF THE BOARD, THE FRAGRANCE FOUNDATION. PRESIDENT, FINE FRAGRANCE WORLDWIDE. FIRMENICH

#### "There's so much we can do together."

When Linda G. Levy was elected President of the Fragrance Foundation eight months ago, she hit the ground running. Bringing her rich background in marketing and merchandising in her most recent role as the Omni Divisional Merchandise Manager for Macy's, overseeing the fragrance business-she has enlivened the Foundation's interaction with the consumer and brought new voices to the table within the organization itself. "A lot of people have said this is the perfect job for me," she says, "and it truly is. I love it everyday".

Jerry Vittoria, President of Fine Fragrance Worldwide at Firmenich and Chairman of the Board of The Fragrance Foundation, began his career as a marketer before moving to the world of fragrance development; he says he remains enthralled by his work. "The combination of science, artistry, and technology that goes into fragrance makes me excited to come to work every morning."

Together, Levy and Vittoria are setting an ambitious and forwardthinking agenda that will bring The Fragrance Foundation into the future with insight and vision. "We don't want to just be an events association," says Vittoria. "With Linda on board, there's so much more being done-the direct to consumer engagement, the dialogue we're having in social media and beyond, and really getting the fragrance discussion out there. And this is still early days. Everything is just going to continue to grow."

#### Linda, what has it meant to you to become President of the Fragrance Foundation?

LL: I'm completely obsessed with and love this job. To get to bring together all my experience from previous roles is a really joyous thing. And I love the challenge. Everyone knows that there's a lot to be done to reach the consumer, and that's my favorite thing to work on. It's a white space. There's so much we can do together, and that brings the competitive walls down to a degree.

#### What have the Fragrance Foundation highlights of the past year been for each of you?

JV: Hiring Linda was, for me, the major highlight. Having the Foundation in solid hands with an industry expert who intimately knows the key players and who can really leverage all her years of experience on both the retail and marketing sides was a major coup for us.

LL: One of the biggest highlights of the last eight months was Fragrance Day. It happened for the first time on March 21, it happened in the U.S.A. only, and it happened in a very short amount of time. But now that it's begun, it will be forever and it will become international. It gave us real lift-off in starting a consumer dialogue. The other thing

that's been exciting for me is meeting so many indie brands. There are a lot of new people who are invigorated to be part of the Foundation. That's huge and it brings us lot of opportunity. Finally, everyone realizes that if we do it together, we can do a lot more.

#### What are some of the ways that the Fragrance Foundation hopes to ignite the consumer's interest in fragrance?

LL: In the old days, you had to spend hundreds of millions of dollars for a campaign to build awareness, but now you can reach so many people through social media. I think we've gotten a whole industry engaged, and now it's full steam ahead. We're going to run a Consumer Choice Awards campaign, and get people involved in the editorial world, as well as influencers.

JV: We now recognize that the authenticity of the story as an association is much more powerful than just talking about one brand. Obviously it's important for brand owners to tell their own stories, but the fragrance story is best told together.

#### How do you think the consumer has changed over the past five years?

LL: The consumer of yesteryear looked at brands as aspirational, and if they couldn't buy or wear a designer outfit, they bought the fragrance. It wasn't always about the fragrance itself. I think the difference now is that in every category of product, the consumer is interested in understanding the story-how it's made, where it's made-and also wanting to have a personal experience. They don't want marketing top down. They want to tell us what they want.

JV: Consumers are much more educated than ever before. They've seen the highs and lows of celebrity and designer fragrances, and they're still interested in all of that, but they understand that they have a choice. They can stick with the classics, or they can go down new paths. They're willing to try different things. I think it's very positive to have such a savvy consumer who can discriminate between products and recognize quality.

#### What are your predictions and hopes for the future of fragrance in terms of how it is bought and sold?

LL: The retail environment has to change. I think we're finding new ways to explain what something is, and I think that people caring about the artistry and the ingredients is the beginning of real change. Home fragrance is also very exciting. You can even have fragrance choices in new cars. It's a lifestyle. So I think the more we get the story out, the more people will not just have one scent, they'll have a collection. JV: We don't want to discourage people from buying fragrances



online, but to have a consumer go into a store and have an experience JV: The game is about getting to the consumer in a big way, and we -learn the story behind a product or have an Instagrammable moment can do that through creating content for social media and sharing - is a level of engagement that has to be there. We also learned our assets from our members. We also have to do a better job at being lesson from fragrances becoming too generic and me too, which was transparent, and letting our consumer in as opposed to building walls. starting to bore our customers. Today I believe the uniqueness, choice and higher quality of products is really engaging our customers and What are the smells that each of you cannot live without? bringing them back to fragrance. JV: I'm a big experimenter. I don't have one particular fragrance. I love

#### What are your plans for the Foundation, long term?

LL: We'll continue to educate those who sell fragrance because we think it's absolutely necessary. That's why we're so excited about LL: Anything citrus, or neroli, I go wild for. I have never forgotten what it nurturing talent and recognizing people in our industry. For this year's was like to smell fresh lavender for the first time. It's like a dream. And Fragrance Day we did a mural in Brooklyn, but I already have an idea I'm very hooked on rose lately. Beyond fragrance, I love the smell of for another art form for the next one. We're going to do something coffee, the smell of truffle oil, and the smell of freshly cut grass. different every year.

PORTRAIT BY MICHAEL AVEDON

to go into the offices of our perfumers and see what they're working on. But I love anything that's woody - like sandalwood - combined with fresh notes like bergamot.

## AYEAR IN REVIEW

#### October 5th. 2017

#### **MASTERCLASS**

FRENCH INSTITUTE ALLIANCE FRANÇAISE



On October 5th, L'Oréal chairman and CEO, Jean Paul Agon, sat down for a one-on-one interview with The Fragrance Foundation President, Linda G. Levy. The event, which was sponsored by Givaudan, brought the industry together for an evening of insights and mentorship, as John Paul Agon shared his career experience and the wisdom he's acquired over 39 years working at L'Oréal.

#### November 1st. 2017

#### **CIRCLE OF CHAMPIONS**

PARK HYATT ONYX ROOM

The Fragrance Foundation honored Nicolas Mirzayantz, Group President, Fragrances, IFF, with the Circle of Champions award. The evening celebrated Nicolas' life and career as an industry leader and icon. Leonard Lauder, John Demsey, Andreas Fibia, Carlos Benaim, Ann Gottlieb, and Linda G. Levy told their best stories and extended their warmest wishes for Nicolas Mirzayantz.

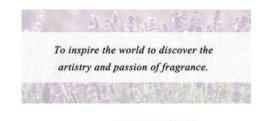


January 10th , 2018

#### THE FUTURE OF THE FRAGRANCE FOUNDATION

#### BRASSERIE 8 1/2

President Linda G. Levy presented The Fragrance Foundation's new mission, "To inspire the world to discover the artistry and passion of fragrance," by supporting 5 key objectives to lead the The Fragrance Foundation into the future: engaging consumers, enhancing membership, nurturing talent, giving back, and creating experiences.



EMOTION TALENT SOCIAL LEARNING RELATIONSHIPS CONSUMER EXPERIENCE EXPOSITION STORTTELENG EXPERIENCE EXPOSITION STORTTELENG EXPERIENCE EXPOSITION STORTTELENG EDUCATION COLLABORATION PERFUMERS CH CREATIVITY MODERN YOUTHFUL MENTORING WHY RECOGNITION FRAGRANCE RETAILERS TRAINING INFLUENCERS COMMUNITY TRAINSPARENCY NETWORKING DIGITAL SUSTAINABILITY INDIES SAMPLING ARTISTRY

February 22nd, 2018

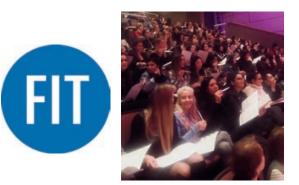
**NOTABLES CLASS OF 2018** 

LVMH TOWER



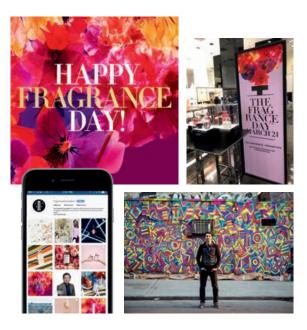
The Fragrance Foundation's 4th Annual Notables event, sponsored by LVMH and MANE, honored twelve young professionals for their leadership, creativity, passion, and potential. The Notables Class of 2018 includes, Alexandra Cassar, Alexandra Mammolite, Anais Nouvet, Cotton Codinha, Hannah Silver, Jesica Leszczynski, Jordan Saxemard, Karissa Ciliento, Katheryn Rodriguez, Katie Bell, Megan Greenhalgh, and Tracy Taylor.

March 20th, 2018 FIT SEMINAR FIT - KATIE MURPHY AMPHITHEATER



On the eve of Fragrance Day, The Fragrance Foundation partned with FIT's Undergraduate Program of Cosmetics & Fragrance Marketing to engage and educate FIT students through presentations of the latest fragrance trend reports, new scent technologies, and exciting olfactory experiences, from 7 of the world's leading Fragrance Houses including: Drom, Firmenich, Givaudan, IFF, MANE, Robertet and Symrise.

> March 21st. 2018 FRAGRANCE DAY<sup>™</sup> ACROSS THE USA



The Fragrance Foundation declared March 21st, 2018 the first official Fragrance Day. The Fragrance Foundation launched a first-ever digital campaign celebrating Fragrance Day, as part of our new communication strategy to engage consumers in a direct dialogue about fragrances. TFF utilized social media to implement a digital campaign with a countdown teaser, and commissioned a custom mural from up-and- coming NYC artist, Marco Santini, as a vehicle for an Instagrammable moment in Bushwick, Brooklyn. The whole fragrance community was involved, celebrating Fragrance Day across the country both in-store and all over social media.

#### March 27th, 2018

#### CREATIVES

#### THE METROPOLITAN CLUB

At the third annual Creatives event, sponsored by Givaudan, TFF members got a window into the culture of Aerin and how her team brings their fragrances to life. The panel featured a conversation with Aerin Lauder, founder and Creative director of Aerin and the Style and Image Director of Estée Lauder, Karyn Khoury, Senior Advisor, Creative and Strategic Development of Corporate Fragrance for The Estée Lauder Companies, and Honorine Blanc, a Master Perfumer of Firmenich. Writer Jane Larkworthy moderated the fantastic conversation, which informed, enlightened and inspired all attendees.



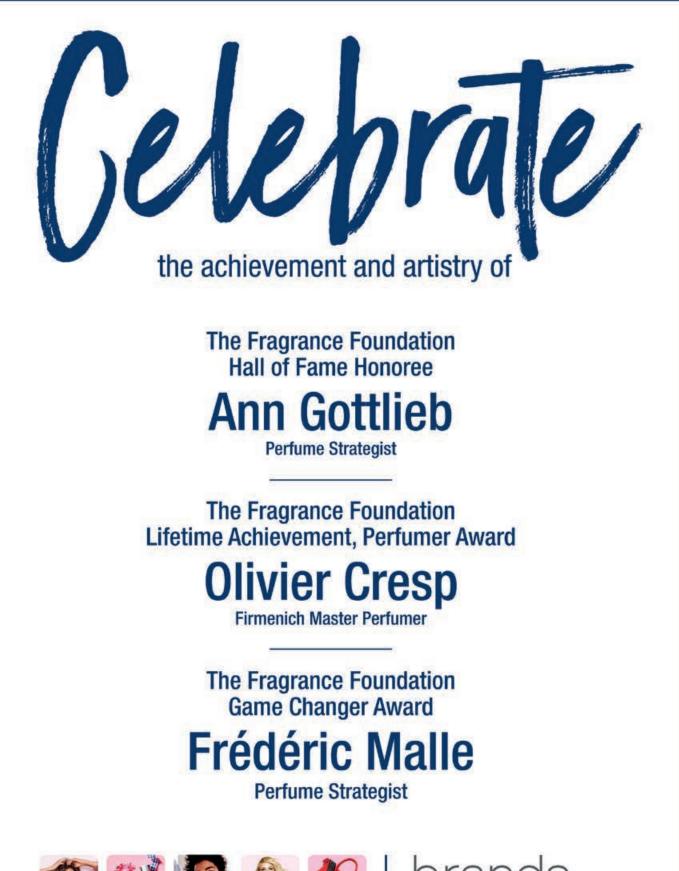
#### April 6th, 2018 **FINALISTS' LUNCHEON**

#### 583 PARK AVENUE

Industry leaders both from the fragrance and editorial worlds gathered for The Fragrance Foundation Awards 2018 Finalists' Luncheon, where the top five finalists for The Fragrance Foundation Awards and winners for Editorial Excellence, Social Media Campaign, and 360-Degree Marketing were announced. The major highlights of Fragrance Day were recapped, and recognition in 2 new categories were presented: Consumer Experience and Give Back.



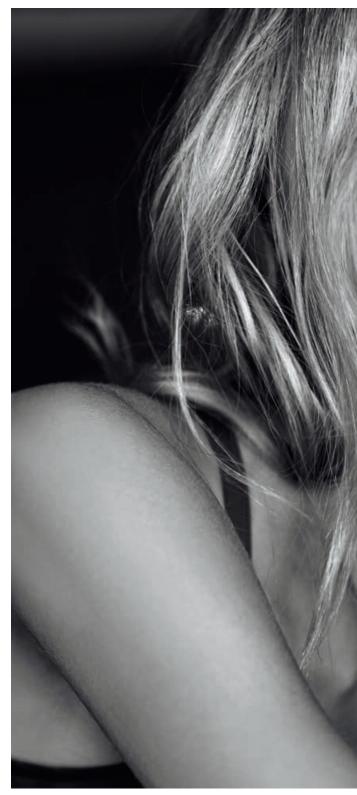
THE FRAGRANCE FOUNDATION 2018 AWARDS











# WINNERS

#### FACE OF THE YEAR ROMEE STRIJD



 $\underline{{}^{_{\text{THE}}}} C U T$ 

UP | AUGUST 28, 2017 4:07 PM

for Perfection

E SELF CULTURE POWER

e Portman on Hollywood y Standards and the

dior . Follow dior Discover the new #missdior Eau de Parfum, reinvented to be more sensual, more alive and more spirited for a Miss Dior who lives for love @diorparfums #missdiorfortove #diorparfums

#diorgrasse Load more co s7ep\_up To get love you got to give

#### SOCIAL MEDIA CAMPAIGN OF THE YEAR

WINNER

MISS DIOR EAU DE PARFUM

Parfums Christian Dior

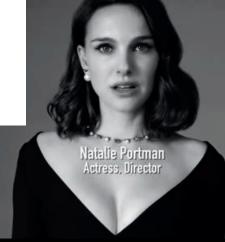
#### <u>FINALISTS</u>

GUCCI BLOOM Coty KATY PERRY'S

INDI

Coty

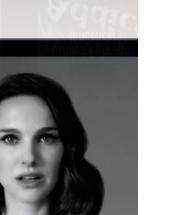
TOM FORD FABULOUS Tom Ford Beauty Y BY YSL YSL Beauté





THE FRAGRANCE FOUNDATION 2018 AWARDS





Saks Fifth Avenue



CAROLINA HERRERA GOOD GIRL PUIG

> EMPORIO ARMANI Giorgio Armani

24



GUCCI BLOOM

SC

#### **360-DEGREE** MARKETING CAMPAIGN OF THE YEAR

#### WINNER

GUCCI BLOOM Coty

#### FINALISTS

MISS DIOR EAU DE PARFUM Parfums Christian Dior

> VICTORIA'S SECRET LOVE Victoria's Secret







#### FEATURE Best editorial article in excess of 500 words

#### **WINNER**

#### ELLE MAGAZINE

This is Your Brain on Vetiver by April Long

#### **FINALISTS**

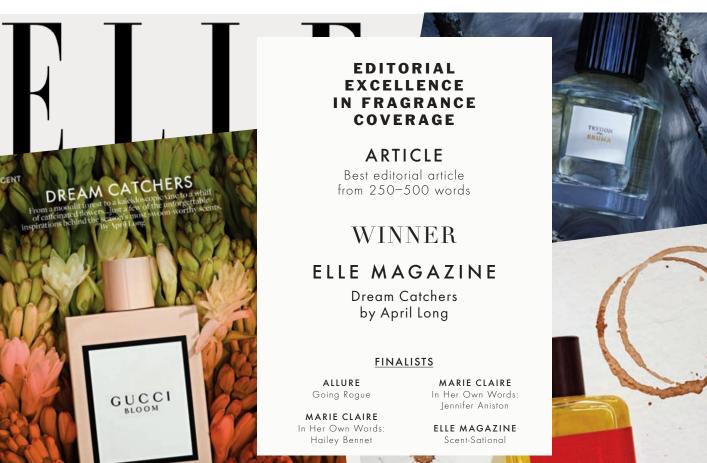
MARIE CLAIRE Into The Wild

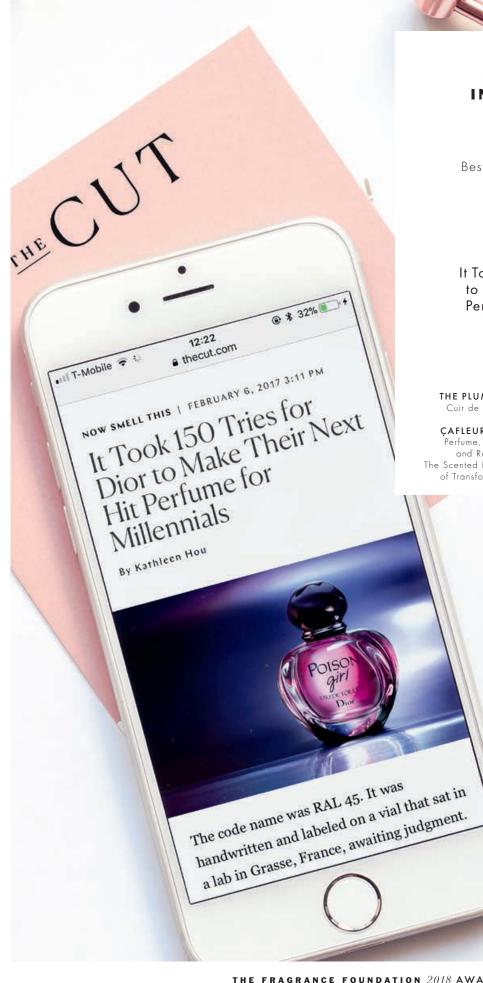
ALLURE The New Fragrance Frontier

Something's In The Air MARIE CLAIRE Popping Bottles

MARIE CLAIRE

Cologne





#### EDITORIAL EXCELLENCE IN FRAGRANCE COVERAGE

#### ONLINE

Best online editorial article

#### WINNER

#### THE CUT

It Took 150 Tries for Dior to Make Their Next Hit Perfume for Millennials by Kathleen Hou

#### **FINALISTS**

THE PLUM GIRL Cuir de Russie

ÇAFLEUREBON Perfume, Poetry and Rock: The Scented Intersection of Transformation

FRAGRANTICA Gold as a Parfumistic Concept

ELLE. COM Notes From Underground: Can a Fragrance Help Us Embrace Mortality?

27

# FINALISTS











#### FRAGRANCE OF THE YEAR

WOMEN'S LUXURY



Olivier Polge





TWILLY D'HERMÈS Hermès Parfums Tom Ford Beauty Christine Nagel Shyamala Maisondieu



VELVET HAZE TACHER RANGE VELVET HAZE BYREDO Robertet

Jerome Epinette









KNIGHT by Kilian

Fragrance Resources Francois Demachy

EAU DE COLOGNE lvmh

IFF Pascal Gaurin







WOMAN BY RALPH LAUREN Ralph Lauren

Frägrances IFF Anne Flipo









TONIC

Coty

Firmenich

Annick Menardo

#### WOMEN'S PRESTIGE

Givaudan



BLACK TULIP NEST Fragrances Robertet Jerome Epinette

CAROLINA HERRERA GOOD GIRL puig

Louise Turner

Givaudan

GUCCI BLOOM Coty Firmenich Alberto Morillas

GUCCI JUICY COUTURE VIVA LA JUICY GLACÉ

Revlon Firmenich Honorine Blanc

NARCISO

RODRIGUEZ FOR HER FLEUR MUSC

Shiseido Fragrances

#### POPULAR



ORIGINAL PENGUIN ICONIC BLEND Falic Fashion Group IFF Ellen Molner



SHAWN MENDES SIGNATURE Revlon IFF Celine Barel





Symrise Patricia Bilodeau & Meredith Griffith

#### MEN'S LUXURY



L'ENVOL DE CARTIER Cartier Mathilde Laurent



TOM FORD OUD MINÉRALE Tom Ford Beauty Givaudan Shyamala Maisondieu





#### MEN'S PRESTIGE

Givaudan Rodrigo Flores-Roux



PRADA LUNA ROSSA CARBON puig

> Givaudan Daniela Andrier



#### PERFUME EXTRAORDINAIRE OF THE YEAR

#### PACKAGING OF THE YEAR





COSMO INTERNATIONAL FRAGRANCES Goop Edition 01 Church Douglas Little & Greg Husar



FIRMENICH Tom Ford Noir Anthracite Honorine Blanc



MANE lo Malone London Green Almond & Redcurrant Mathilde Bijaoui



ROBERTET Atelier Cologne Cafe Tuberosa Jerome Epinette, Sylvie Ganter



SERGE LUTENS Serge Lutens Dent De Lait Christopher Sheldrake



CAROLINA HERRERA GOOD GIRL puig

Package & Bottle Designer: Carolina Herrera de Baez

LOVE

VICTORIA'S SECRET

LOVE

Victoria's Secret

Package & Bottle Designer:

Jeffrey Uhl &

Sandra Monteparo



JASON WU EAU DE PARFUM Parlux







JOHN VARVATOS ARTISAN PURE Revlon Package & Bottle Designer:



John Varvatos & Paul McLaughlin





DIOR SAUVAGE Parfums Christian Dior Francois Demachv

ALIVAG



MAISON MARGIELA REPLICA **BEACH WALK** Maison Margiela

Fragrances Firmenich Jacques Cavallier & Marie Salamagne



MIU MIU PEONY & BLUSH EAU DE PARFUM Coty Givaudan

SUEDE Jo Malone London MANE Christine Nagel

1



TORY BURCH EAU DE PARFUM The Estée Lauder Companies

IFF Sophie Labbe & Jean-Marc Chaillan

#### INDIE FRAGRANCE OF THE YEAR

Daniela Andrier



Bertrand Duchaufour & Mark Buxton



Maison Trudon Parfum Takasago Antoine Lie



Lyn Harris

THE FRAGRANCE FOUNDATION 2018 AWARDS

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Maison Trudon Parfum Robertet



MORTEL

Maison Trudon

POTENTIA AMBER GOD House of Potentia Firmenich Frank Voelkl





COACH FOR MEN Interparfums Luxury Brands

Package & Bottle Designer: Baron & Baron



#### WOMEN'S

Package Designer: Fabien Baron

Bottle Designer: Andre Mellone

WOMAN BY RALPH LAUREN Ralph Lauren Fragrances

Package & Bottle Designer: Ralph Lauren Fragrances



TIFFANY & CO. EAU DE PARFUM Coty

Package & Bottle Designer: Tiffany & Co. in collaboration with Malin Ericsson



WOMAN IN GOLD by Kilian Package & Bottle Designer: KILIAN





GOLD KNIGHT by Kilian Package & Bottle Designer: KILIAN



Package Designer: YSL

Bottle Designer: Suzanne Dalton



Package & Bottle Designer: Alessandro Michele

#### MEDIA CAMPAIGN OF THE YEAR

#### HOME COLLECTION OF THE YEAR



CAROLINA HERRERA GOOD GIRL puig

LOVE

Victoria's

Secret

#### WOMEN'S

GABRIELLE

CHANEL

CHANEL

MISS DIOR

EAU DE

PARFUM

Parfums

Christian Dior



TWILLY

D'HERMÈS

Hermès

Parfums



BLOOM Coty



Stephen Nilsen,

Guillaume Flaviany,

Rodrigo Flores-Roux

Robertet:

Donna Ramanauskas,

Ketrin Leka

DIPTYQUE 34 BOULEVARD SAINT GERMAIN diptyque Paris Givaudan Olivier Pescheux

MAISON MARGIELA REPLICA CANDLES Maison Margiela Fragrances Firmenich: Jacques Cavallier, Marie Salamagne Givaudan: Louise Turner IFF: Aliénor Massenet

#### **BATH & BODY COLLECTION OF THE YEAR**



AROMATHERAPY COLLECTION Bath & Body Works Givaudan Michael Carby, John Gamba, Adriana Medina, Caroline Sabas Firmenich Harry Fremont



DO SON FRAGRANCE GESTURES diptyque Paris MANE Cécile Matton

#### **HOME HOLIDAY / SEASONAL** FRAGRANCE PRODUCT OF THE YEAR



diptyque Paris

Givaudan

Olivier Pescheux



GREEN ALMOND & REDCURRANT CANDLE Jo Malone London MANE Mathilde Bijaou

MEN'S





ETERNITY



CALVIN KLEIN Coty







SUGAR COOKIE COLLECTION NEST Fragrances MANE Aurore Mane











MARGIELA REPLICA **BEACH WALK** BATH LINE Maison Margiela Fragrances Firmenich Jacques Cavallier & Marie Salamagne

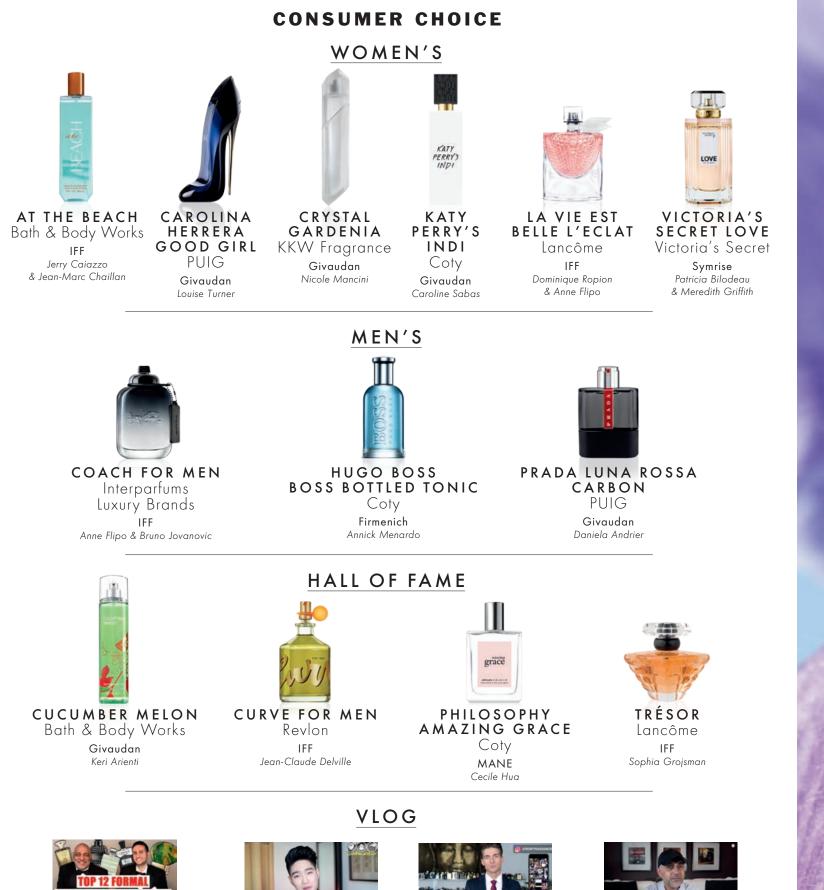


Irina Burlakova, Jane Ruger









Congratulations to

#### **Ann Gottlieb Olivier Cresp** and Frédéric Malle

for your unique vision to push our industry forward.

And to all the nominees and winners of the 2018 Fragrance Foundation Awards for adding more beauty to our world.



iff.com

CARLOS J POWELL AND STEVEN GAVRIELATOS

Top 12 Best Formal Occasion Fragrances With Redolessence



THE FRAGRANCE FOUNDATION 2018 AWARDS 34

EDWARD ZO



JEREMY FRAGRANCE 5 Reasons to Wear Fragrances

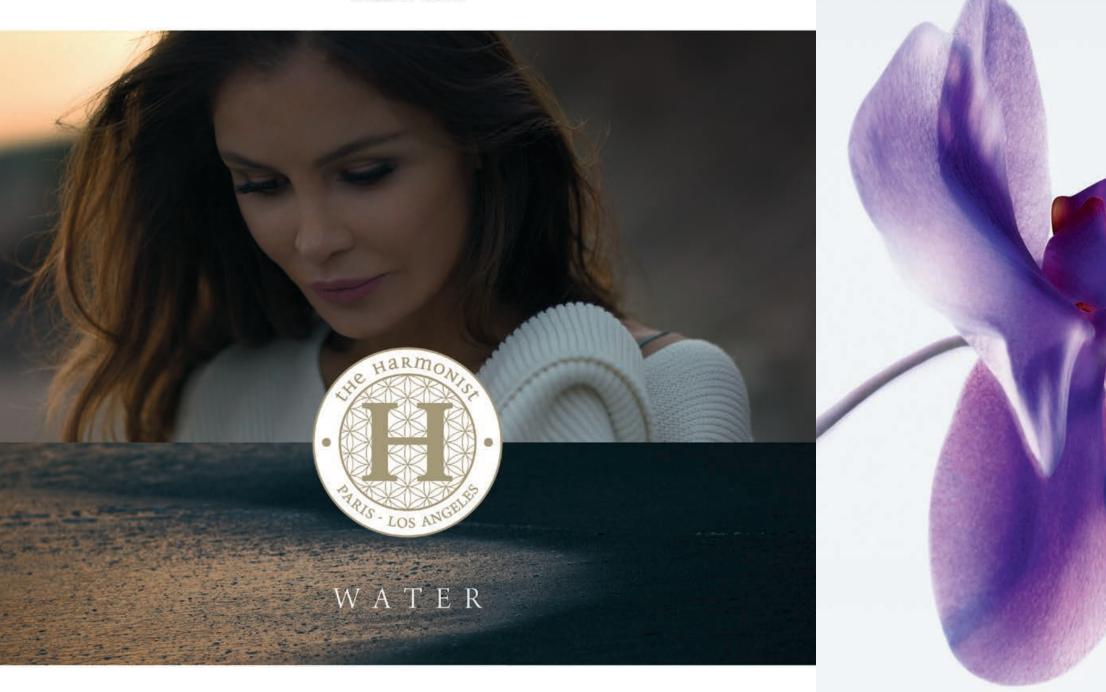


SEBASTIAN JARA 10 Fragrances You Need In Your Collection When Starting Out - Men's Designer Fragrances



@IFFine YouTube f in W@IFF





CONGRATULATIONS TO THE FRAGRANCE FOUNDATION HONOREES & FINALISTS



HARMONY IS THE SOURCE OF BEAUTY

#### Congratulations

**ANN GOTTLIEB** Hall of Fame Award

**FREDERIC MALLE** 

Game Changer Award

#### **OLIVIER CRESP**

Lifetime Achievement Perfumer Award

and all The Fragrance Foundation nominees



www.symrise.com



### 2018 FRAGRANCE FOUNDATION HONOREES

**ANN GOTTLIEB** Hall of Fame Award

**OLIVIER CRESP** Lifetime Perfumer Achievement Award

**FREDERIC MALLE** Game Changer Award



WE CONGRATULATE **ALL OF THIS YEAR'S NOMINEES & WINNERS** 

WE SALUTE

**WE THANK** 

#### THIS YEAR'S HONOREES ANN GOTTLIEB, OLIVIER CRESP, AND FRÉDÉRIC MALLE

#### THE FRAGRANCE FOUNDATION FOR THEIR COMMITMENT TO THE INDUSTRY





## congrats. hall of fame

ann gottlieb

gamechanger frédéric malle

lifetime achievement perfumer olivier cresp

Thank you for your amazing contributions to our industry and the world of fragrance. And to all of tonight's Fragrance Foundation Awards winners, you are creative visionaries who continue to inspire us all.

NORDSTROM



LANCÔME

clariĝonic

GIORGIO ARMANI

DIESEL

RALPH LAUREN FRAGRANCES

ud URBAN DECAY

#### The Fragrance Foundation's 2018 Honorees

WESSAINT AURENT

**Kiehl's** -----

**VIKTOR**®ROLF

Proenza

Schouler

Maison Margiela PARIS



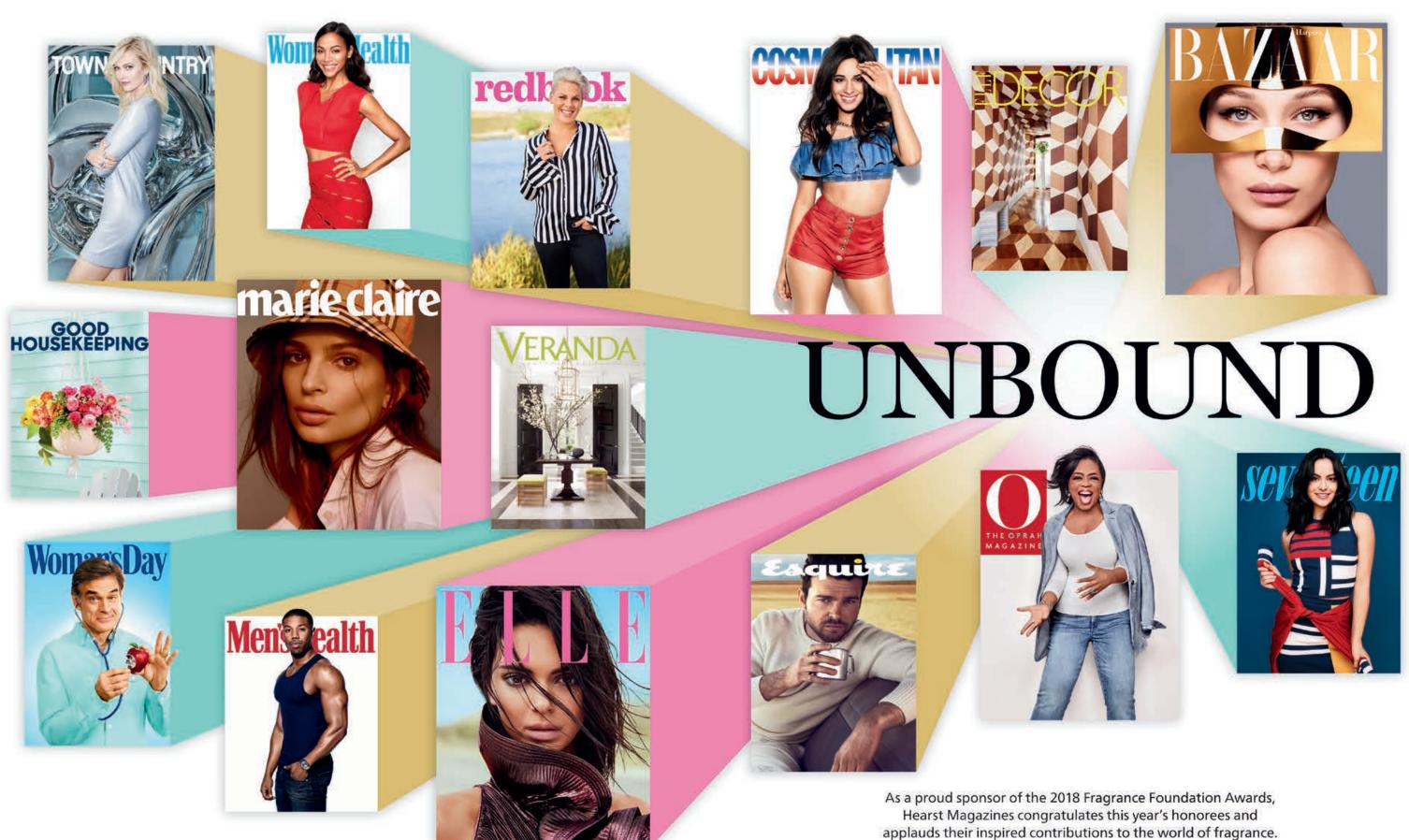
Atelier Cologne Maison de Parlus



Robertet warmly congratulates the 2018 Fragrance Foundation Awards honorees Hall Of Fame Honoree Ann Gottlieb Lifetime Achievement, Perfumer Olivier Cresp Gamechanger Frédéric Malle for their invaluable contributions to the success of our industry.







BICYCLING | CAR AND DRIVER | COSMOPOLITAN | COUNTRY LIVING | ELLE | ELLE DECOR | ESQUIRE | FOOD NETWORK MAGAZINE | GOOD HOUSEKEEPING HARPER'S BAZAAR | HGTV MAGAZINE | HOUSE BEAUTIFUL | MARIE CLAIRE | MEN'S HEALTH | O, THE OPRAH MAGAZINE | POPULAR MECHANICS | PREVENTION REDBOOK | ROAD & TRACK | RUNNER'S WORLD | SEVENTEEN | TOWN & COUNTRY | VERANDA | WOMAN'S DAY | WOMEN'S HEALTH | ICROSSING PLUS 25 DIGITAL BUSINESSES & GROWING



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Global Head of

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LEVY President The Fragrance Foundation

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President Americas

diptyque

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PLISSON

President, Beauty

Prestige Group

Shiseido

BRUCE TEITELBAUM CEO RPG





THE FRAGRANCE FOUNDATION 2018 AWARDS

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ANN

GOTTLIEB

President

Ann Gottlieb

Associates



Fragrance

Ŭlta



DIANE CRECCA SVP of Sales, Marketing and Business Development Arcade Beauty







Luxury North America Coty





Tom Ford Beauty









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FABRICE WEBER President Prestige & Artisanal Fragrances & ECLV The Estée Lauder Companies



PIERRE WULFF Director Robertet

### THE FRAGRANCE FOUNDATION AWARDS 2018

A DEEP APPRECIATION OF LUXURY MATERIALS

PASSIONATE

#### CURIOUS

A MINIMALIST

TALENTED

BOLD

### OLIVIER CRESP

A FRAGRANCE REVOLUTIONARY

DARING CREATIVITY THAT BREAKS THE MOLD; GENEROUS, OPEN-HEARTED MENTORSHIP; AUTHENTIC HUMILITY AND HUMANITY

> CONGRATULATIONS! WITH LOVE AND RESPECT, YOUR FIRMENICH FAMILY

tirmenich inspiring!