

Fragrance Day 2019

Campaign Results & Member Highlights



Fragrance Day Media Launch Event

March 7th, 2019

- Hosted at The Italian Trade Commission
- Gallery event with perfumer portraits by photographer, *Michael Avedon*
- Attendees: TFF Board, Perfumers & Press
- Media coverage included: L'Officiel, Perfumer & Flavorist, Beauty Packaging Magazine, Beauty Influencer
 - 130,000 media impressions



Fragrance Day

Instagram Campaign Highlights

Social Media Campaign Countdown

March 1-March 21 on @fragrancefoundation:

1. 15 portraits by Michael Avedon featuring Perfumers from Firmenich, Givaudan, IFF, MANE, Robertet, Symrise, & Takasago
2. 15 Perfumer Video Interviews
3. Featured TFF member assets of 2019 fragrance highlights
 - Partnered with 15 member brands for fragrance giveaways to drive reach and engagement



Fragrance Day

Instagram Results

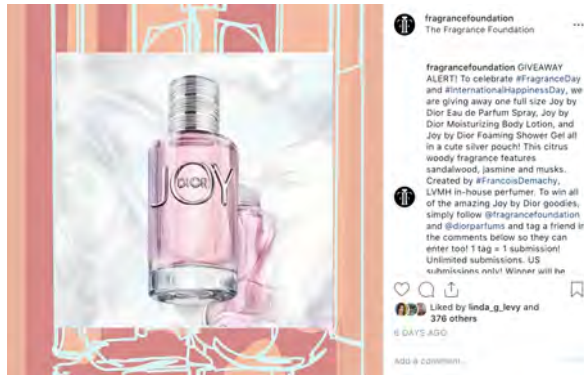
During March 1-March 21, @fragrancefoundation:

- Doubled its average weekly followers and now has **33,000 followers**
- Total Fragrance Day Instagram posts generated **320K total impressions** VS 30K in 2018
- Total Fragrance Day Instagram posts generated **13K likes**
- Total Fragrance Day Instagram engagement generated **10K comments**
 - Giveaway posts generated **90%** of total comments on @fragrancefoundation Fragrance Day posts
- Over **60** TFF brands and retailers celebrated Fragrance Day on Instagram, reaching a combined total of **200 million+** followers



Fragrance Day

Top performing giveaways – Driving reach & engagement



Dior
945 Comments
8K Impressions
377 Likes



Givenchy
921 Comments
9K Impressions
396 Likes



Marc Jacobs
866 Comments
9K Impressions
421 Likes



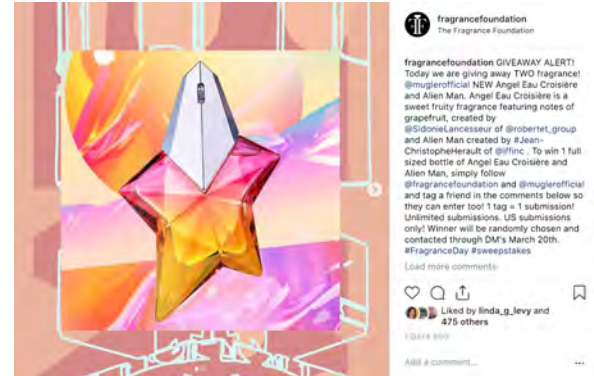
Carolina Herrera
653 Comments
10K Impressions
376 Likes



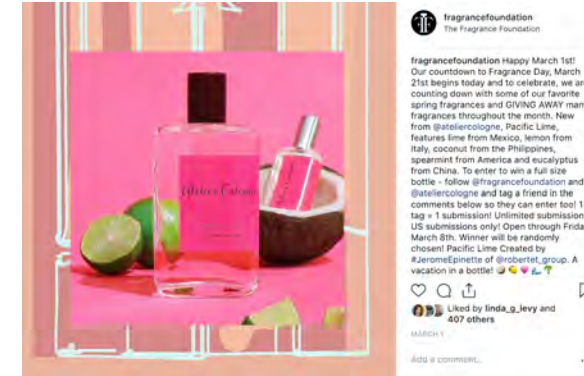
Mont Blanc
581 Comments
11K Impressions
469 Likes



Shalini
559 Comments
8K Impressions
327 Likes



Mugler
537 Comments
13K Impressions
478 Likes

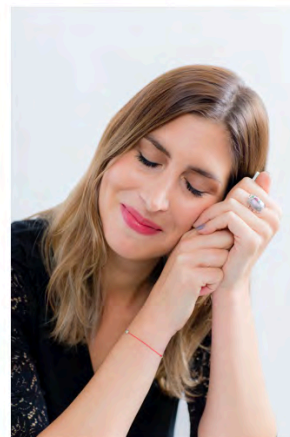


Atelier Cologne
506 Comments
11K Impressions
408 Likes

Fragrance Day

Perfumer Portraits

- Michael Avedon captured portraits of perfumers, alongside meaningful objects.
- 70K total Instagram impressions

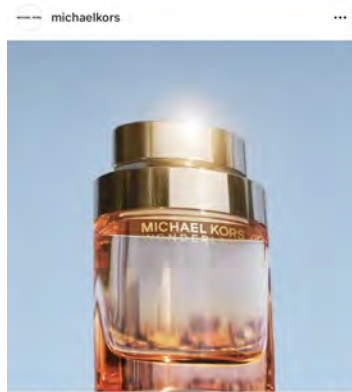


Fragrance Day Brand Instagram Posts

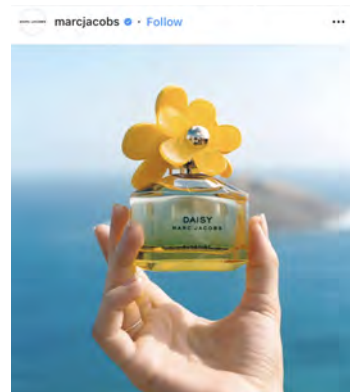
- Over 60 TFF brands and retailers celebrated Fragrance Day on Instagram, reaching a combined total of **200 million+** followers



Victoria's Secret
66M Followers



Michael Kors
14M Followers



Marc Jacobs
9M Followers



Estee Lauder
2M Followers



Tory Burch
2M Followers



Mona Kattan
2M Followers



Marie Claire
2M Followers



Juicy Couture
660K Followers



Philosophy
340K Followers



Donna Karan
300K Followers



Tom Ford Beauty
200K Followers



By Kilian
105K Followers



Atelier Cologne
100K Followers



NEST Fragrances
36K Followers

Fragrance Day

Retailer Posts – Social & Digital



Sephora
17M Followers



Ulta Beauty
6M followers



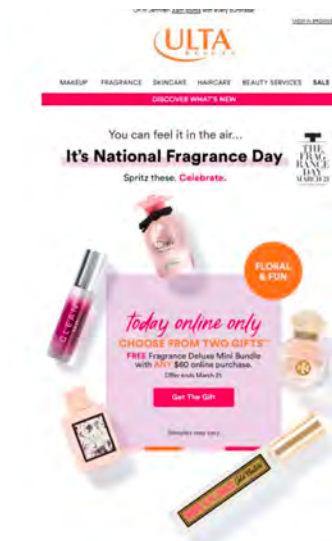
Saks
1.5M Followers



Dillards
200K Followers



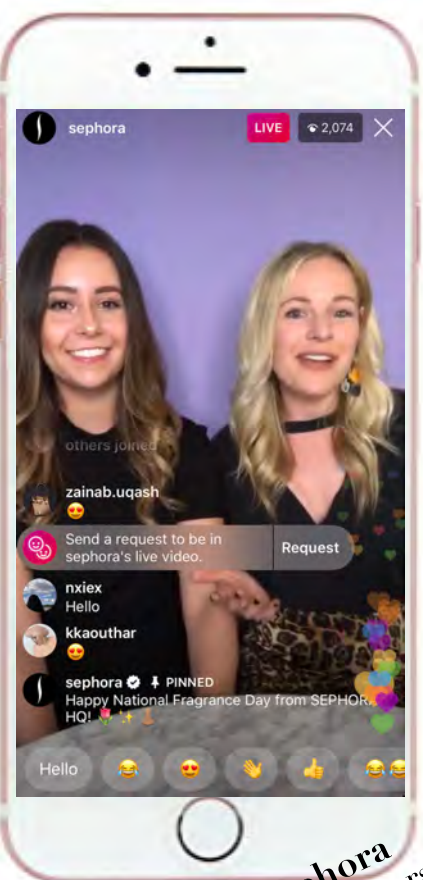
Diptyque
Facebook



Ulta
Email

Fragrance Day

Instagram Highlights – IG Stories & IG Lives



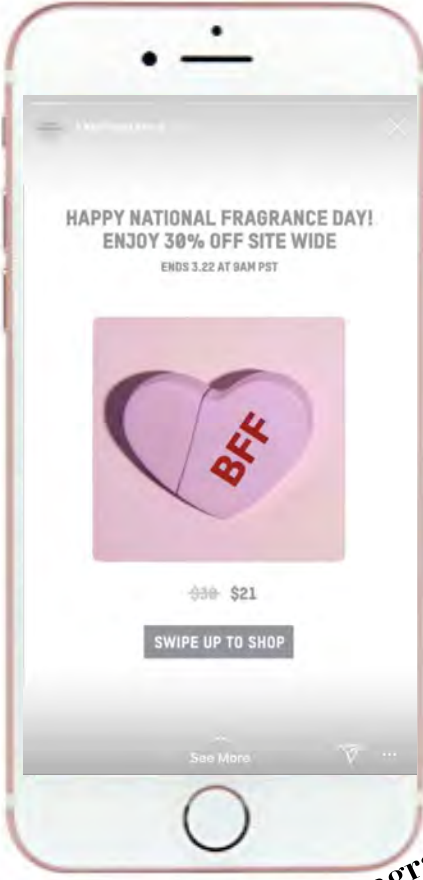
Sephora
17M Followers
IG LIVE!



Macy's
2M Followers



Mona Kattan
2M Followers



KKW Fragrance
700K Followers



Paco Rabanne Parfums
200K Followers

Fragrance Day In-Store Highlights



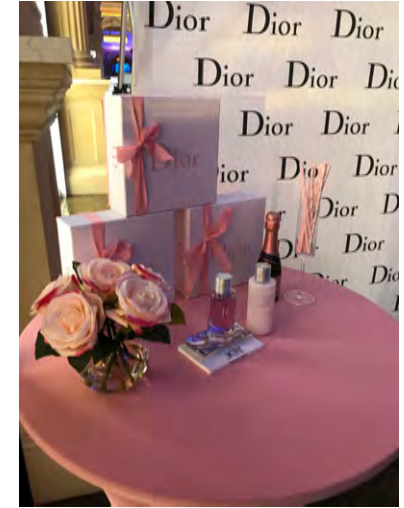
Bond No. 9



Bloomingdale's



By Kilian



Dior



Heretic/Cosmo
International



Frederic Malle



Macy's



Tom Ford



Victoria's Secret

Fragrance Day Media Coverage

Media Coverage- 71M total reach

L'OFFICIEL

HARPER'S BAAZAR

FORBES

FORBES

VOGUE

ALLURE

BEAUTY & PACKAGING MAGAZINE

L'OFFICIEL

BEAUTY

Michael Avedon Makes the Olfactory Visual for the Fragrance Foundation

Just like his grandfather Richard, the fashion photographer has a penchant for portraits, and his latest project captures perfumers alongside meaningful objects.

03.07.2019
by Ali Webb



All photography by Michael Avedon

If you have been waiting for a this new perspective on how to visualize scent, look no further than [Michael Avedon's](#) latest project. The photographer, who has made a name for himself throughout the past decade with his fashion collaborations and insightful portraiture, has collaborated with the Fragrance Foundation on a series celebrating 15 perfumers' creative visions for Fragrance Day.

To visually capture the esteemed noses' olfactory concepts, Avedon broke from his typical approach and experimented with using objects the subjects loved, a concept he credits to Linda G. Levy, the president of the Fragrance Foundation. This challenge allowed him to explore new ways to frame each shot, getting the geometric look just right to communicate the essence of the perfumers.

"It was quite spontaneous," Avedon said of the concept. "Some subjects were more challenging than others, but basically I just talked with them, just exchanges trying to figure out more about their identities and who they are."

The photographer's method produced a lively series, in which each fragrance member poses next to their beloved item warmly and in color. Each photo helps to break the barrier between the fragrance

Eight Experts Reveal The Next Big Perfume Trends

To celebrate National Fragrance Day, eight perfumers spill the new ways to smell best.

By Jessica Martin Mar 20, 2019



In celebration of Fragrance Day (March 21st), we asked eight of the biggest perfumers in the world to smell this. Ahead, the eight perfume trends you'll be smelling everywhere.



Anissa Torgomoni / EyeEm/Getty Images

Juicy and Fruity

What to wear now: "Juicy fruit is Passionfruit, blackcurrant, and the dream back to nature right now, as ingredients allow us to escape hot places. We're also seeing alcohol-infused which is inspired by the clean hair movement." —Nathalie Benarous, [Fragrances](#)

Our Pick: Hermès Eau De Rhubarb \$130, [sephora.com](#)

SHOP

On National Fragrance Day, Shiseido Fragrances SVP Robin Mason Gives The Industry's Inside Scoop

Celia Shatzman Contributor
I cover fashion, beauty and grooming

The world of perfume is clouded in mystery. So, in honor of National Fragrance Day today, held annually on March 21, we asked Robin Mason, Senior Vice President, Marketing for Shiseido Fragrances, to give us a peek inside. "It is great to have a day like National Fragrance Day, created and celebrated by the Fragrance Foundation," she says. "It brings awareness to the fragrance industry and the talented artists that make fragrance their life's work. I think it is important to demystify the category and educate consumers on the importance of scent. Fragrance is so personal and meaningful that having a day to acknowledge the importance scent plays in marking the milestones of our lives is wonderful." She shares her valuable insider's insight:

How have you seen the fragrance industry evolve over the course of your career? I have witnessed the industry evolve from the big and bold scents of the 80's and 90's to the celebrity craze that dominated the early 2000's, where having a piece of someone famous transpired into celebrities being their own brand ambassadors. Success was predicated by the size of their fan base and social following. Today, artisanal scents with stories showcase a consumer's own interests. With this transition and easy entry into the category, we have learned to view the industry in a less traditional and more consumer-centric way.

1,609 views | Mar 21, 2017, 03:46pm

10 New Scents In Honor Of National Fragrance Day

Celia Shatzman Contributor
I cover fashion, beauty and grooming

National Fragrance Day only comes once a year, but you can celebrate with scents all year round. These 10 launches are the latest you'll want to be spritzing in honor of the best-smelling day of the year.

FOR WOMEN:



Carolina Herrera Good Girl Eau de Parfum Spray, \$115 for 2.7 oz, [Macy's.com](#). Who wouldn't want this fabulous bottle on their vanity? And what's inside smells just as good as the statement-making case. The aptly-named scent is a little bit naughty, a little bit nice, courtesy of the notes of cocoa, tonka, almond, coffee and tuberose.

BEAUTY

This "Visual Perfume" Infuses Body Art with Fine Fragrance

MARCH 21, 2019 3:38 PM
by LAUREN VALENTI



f p

"If our fragrance is our signature, why can't it be seen?" was the question Shani Shavit Shapiro, founder and creator of new beauty brand [Ankiki](#), asked herself as she dreamt up an intriguing new category fusing body art and fine fragrance. Growing up in Tel Aviv, Shapiro's parents owned a natural cosmetics company, and fragrance always found its way into her life in one way or another. Then, setting her sights on design in college, she earned a bachelor's degree at Shenkar College of Engineering and Design in Tel Aviv, before going on to study visual communications at the Université des Kinés in Berlin. It was while working at Israeli design company Nikada DM that she had the idea to merge her two passions—and strike out on her own with a new concept: Painting on your perfume.

Launching today, on International Fragrance Day, Ankiki is a patented, first-of-its-kind ink infused with a unique fragrance that blends inspiring scenting with spicy ginger and siniguer berry undertones, rounding it out with whispers of cardamom and cedar wood. "We wanted to blend the most desirable scent characteristics so that it would be loved by all," explains Shapiro, who worked with perfumers at [International Flavors & Fragrances Inc.](#) to create the clean and classic bouquet.

FRAGRANCE

The Most Luxurious, Expensive Perfumes in the World

14 SLIDES

In honor of National Fragrance Day, we're sharing our favorite Rich Black™ scents.

BY KALEIGH FASANELLA

March 21, 2019

A collection of various perfume bottles, including a large ornate one and several smaller ones in different shapes and colors.

Is this page safe for your brand? We can help.

105 reviews

BREAKING NEWS

The Fragrance Foundation Celebrates National Fragrance Day

The organization recruited Michael Avedon to shoot a portrait series of esteemed perfumers.



03.21.19

The Fragrance Foundation is celebrating National Fragrance Day today, on March 21st - and to mark the occasion, the organization commissioned photographer Michael Avedon to shoot a special portrait series featuring 15 esteemed perfumers.

The portrait series debuted on March 5th at a reception at The Italian Trade Commission, and it is now on display at the Fragrance Foundation's headquarters in New York City. The portraits will be presented as gifts to the perfumers.

Photo above: Sabine de Turckheim, perfumer; Fromenoth Linda G. Levy, president. The Fragrance Foundation and photographer Michael Avedon. Photo by BFA Agency

The Perfumers in the Portrait Series

The portrait series is meant to celebrate the artistry of fragrance - and the perfumers who are the artists of the global fragrance industry.

Avedon asked each perfumer to pose with a significant item of their choice. These ranged from a Moroccan rug to a miniature dream catcher, a handful of velvet to a pair of flamenco dancing shoes - and one very large painting. [See more photos here](#)

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