

Audrey's society whirl



Audrey J. Bernard

How sweet it is! Sephora's Artemis Patrick honored at The Fragrance Foundation's 2022 Circle Of Champions



The sweet scent of success surrounded the room where leaders from across the fragrance industry gathered on Tuesday evening, October 25, 2022, at the tony 583 Park Avenue for The Fragrance Foundation's 2022 Circle of Champions. It was an evening of wonderment and wonderful bliss to fete visionary and impassioned leader, Artemis Patrick, Sephora's Executive Vice President, Global Chief Merchandising Officer. Patrick's astonishing career at Sephora, the leading prestige omni-retailer, is characterized by an ongoing commitment to DEI, with an emphasis on ensuring that BIPOC owned brands and founders are fully represented on store shelves and in obtaining access to opportunities for brand development and growth. Some of the fabulous fragrance luminaries in attendance included Linda G. Levy, President of The Fragrance Foundation; Laura Slatkin, Founder and Executive Chairman, NEST Fragrances; Charlotte Holman-Ros, President of North America, Parfums Christian Dior; and Anish Melwani, Chairman and CEO, LVMH Moët Hennessy Louis Vuitton Inc., North America.

TFF's annual programming is an integral part of #FragranceForwardTFF, the sweeping, industry-wide initiative dedicated to advancing DEI throughout the fragrance industry, at every level. Launched in Fall 2021, #FragranceForwardTFF measured action across recruiting, mentorship, education, professional development, and scholarships aimed at historically excluded and underrepresented groups, continues to have far-reaching impact.

"Artemis Patrick is a true leader and brand partner in every sense. As a long-term



Melba Wilson, Linda G. Levy



(L-R) Linda G. Levy, Artemis Patrick



(L-R) Charlotte Holman-Ros, Linda G. Levy, Laura Slatkin, Artemis Patrick, Anish Melwani



(L-R) Artemis Patrick, Charlotte Holman-Ros, Corey Smith

supporter of DEI, she is leading the way for Sephora by taking significant, pioneering action. An inspiration for so many, Artemis strategically leverages her position to ensure that the fragrances offered to consumers more accurately reflects the USA population. It is for this reason that she is our 2022 Circle of Champion Honoree," said Linda G. Levy.

"It is such an honor to be recognized by The Fragrance Foundation and to receive the

Circle of Champions Award," said Honoree Patrick. "The fragrance category continues to play an integral role in the Sephora experience, and it is so exciting to witness and play a part in driving forward the evolution of the category at Sephora and the industry at large. At Sephora, Diversity, Equity, and Inclusion is at the forefront of our work, and we are continuing to build a more inclusive retail experience for our clients, employees, and

brand partners. This award, which I accepted on behalf of our amazing fragrance merchant team, also symbolizes my passion and commitment to making change and progress not only as a retailer, but as someone who is personally dedicated to ensuring inclusion and access for everyone in our industry to succeed."

TFF's commitment to diversity and inclusion is the mainstay of The Fragrance Foundation FIT Diversity Scholarship. The first two recipients of the excellent 2022 *The Fragrance Foundation FIT Diversity Scholarship*, are Yasmin Hussain, Undergraduate and Monique McKenzie, Graduate. This stellar scholarship program was announced at last year's event to benefit the Fashion Institute of Technology (FIT) and students of diverse backgrounds interested in pursuing a career in fragrance. The annual, \$100,000 academic award is designed to benefit FIT's Cosmetics and Fragrance education programs on the undergraduate and graduate levels. *The Fragrance Foundation FIT Diversity Scholarship* serves as an ongoing investment in the future of the industry, as well as a pillar of support aimed at industry-focused education at



Carye Campbell, Linda G. Levy

FIT to create opportunities for more diverse students to apply to and attend both programs. (Photos by Rob Kim/Getty Images for The Fragrance Foundation)

About The Fragrance Foundation

The Fragrance Foundation is the premier resource for industry expertise, innovation, and education. United under the mission statement "to inspire the world to discover the artistry and passion of fragrance," The Fragrance Foundation is devoted to nurturing talent, celebrating the creativity of perfumers, engaging consumers to increase appreciation for the world of fragrance and driving diversity, equity, and inclusion. Through its signature initiative, #FragranceForwardTFF, The Fragrance Foundation is making the industry accessible, welcoming, and diverse through the collective power of its 90+ members and an unwavering commitment. Follow The Fragrance Foundation on social media: @fragrancefoundation.



Linda G. Levy, Vera Wang



(L-R) Chris Collins, Melba Wilson, Linda G. Levy



Linda G. Levy, Robin Burns



Linda G. Levy, Artemis Patrick, Anish Melwani