

# Fragrance Houses, Perfumers Shine at 36th Annual FiFi Awards

**T**he 36th Annual FiFi Awards, hosted by **The Fragrance Foundation**, was a glamorous affair glittering with celebrities such as Padma Lakshmi (*Top Chef*), fragrance and cosmetic maven Tova Borgnine, and designers Cynthia Rowley and Zac Posen. The event, which in its inaugural year boasted 250 guests, played host to 1,000-plus industry luminaries. The true stars of the night? The engineers of scent: the fragrance houses and perfumers.

**Lux:** Firmenich and perfumer **Alberto Morillas** were acknowledged as **Coty Prestige** accepted the award for Women's Lux Fragrance of the Year for *Daisy Marc Jacobs*. **P&G Prestige Products**, meanwhile, took home the Men's Lux Fragrance of the Year award for *Dolce & Gabbana Light Blue Pour Homme*.

**Nouveau Niche:** Puig Beauty & Fashion Group surprised the audience by inviting Givaudan perfumer **Daniela Andrier** onto the stage in recognition of her work on Women's Nouveau Niche Fragrance of the Year, *Prada Infusion d'Iris*. **Giorgio Armani Beauty** recognized Firmenich for its creation of *Armani Privé Vetiver Babylone*, Men's Nouveau Niche Fragrance of the Year.

**Private Label/Direct Sell:** IFF perfumers **Carlos Benaim** and **Laurent Le Guernec** received a nod as **Avon Products** accepted the Women's Private Label/Direct Sell Fragrance of the Year award for *Christian Lacroix Rouge*. Givaudan was acknowledged as **Avon Products** accepted the Men's Private Label/Direct Sell Fragrance of the Year award for *Derek Jeter Driven Black*.

**Popular Appeal:** Intimately Beckham Women, which Firmenich perfumer **Jean-Pierre Bethouart** created for **Coty Inc.**, won the Women's Popular Appeal Fragrance of the Year award. IFF received a nod for its work on *Coty's Intimately Beckham Men*, which won the Men's Popular Appeal Fragrance of the Year award.

**Interior Scents:** Firmenich and Givaudan were acknowledged for creating the scents that comprise Interior Scent of the Year winner *Gump's San Francisco Home Collection* (*Majestic Range*, *Treasured Range* & *Opulent Range*) from **Latitudes International**.

**Fragrance Hall of Fame:** Gary Farn's *Annick Goutal Eau d'Hadrien* was inducted into the Fragrance Hall of Fame.

**Hall of Fame Award:** Meanwhile, designer Vera Wang was honored for her sense of "tradition and beauty" and "contemporary edge." Wang, who has said "fragrance is the most sensual thing you can wear," first entered the fragrance world in 2002 with *Vera Wang*. She has since expanded the collection to include *Vera Wang for Men*, *Sheer Veil*, *Truly Pink* and *Bouquet*. In his introduction of Wang, New York Rangers star Sean Avery let it slip that the designer has another scent planned for launch later in 2008.

The ceremony presented an array of additional winners, including:

Technological Breakthrough of the Year: *Certified Organic Preservation* (The Estée Lauder Companies)

Bath & Body Line of the Year: *Origins Organics* (Origins Natural Resources)

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The true stars of the FiFi Awards? The engineers of scent: the fragrance houses and perfumers.

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Lifetime Achievement Award Winner  
Vera Wang



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From left: Loc Dong (IFF), Jillian Friedman (consultant), Lisa Negrelli (IFF), Yvette Ross (IFF)



From left: Debra Butler, Christa Weber, Julie Cole (all Firmenich)



From left: Chandler Burr (author and perfume critic), Jim Krivda (Mane)



From left: Diane Kim (Estée Lauder), Yves Cassar (IFF), Lemont Bertrand (IFF), Trudi Loren (Estée Lauder)



From left: Yann Vasnier and Rodrigo Flores-Roux (both Givaudan)



From left: Ruth Sutcliffe (Coty), Les Smith (Coty), Yvette Ross (IFF)



The Fragrance Foundation's  
Rochelle Bloom



From left: Joe Lattarulo (Robertet), Juliana DeFaria (Avon), Olivia Jan (Robertet), Jeb Gleason-Allured (Perfumer & Flavorist magazine), Martha Basanta (Robertet), Rhona Stokols (Robertet), Laurie Chan (Avon), Pamela Lall (Mark Co.)