

WFFC Open Dinner: Honoring Benedicte Bron

Award recognizes leadership in fragrance initiatives

I am really fortunate to be here tonight,” said Benedicte Bron, associate vice president, creative fragrance, Beauty Avenues, who served as the honoree at the annual Women in Flavor and Fragrance Commerce (WFFC) Open Dinner event at New Jersey’s Westmount Country Club.

Bron was recognized by the organization for her work in “leading the creative fragrance initiatives for Bath & Body Works (BBW) and Home” and “directing the creative execution of the most recent successes in Bath & Body Works’ fragrance portfolio.” WFFC vice president Celine Roche (Mane) noted that, “Benedicte achieved greatness time and time again,” and lent inspiration to fragrance creators.

For her part, Bron declared the award overwhelming and thanked her colleagues. “Over the last seven years we have accomplished so much,” she said. “It is a pleasure working with you every day. There is never a dull moment.

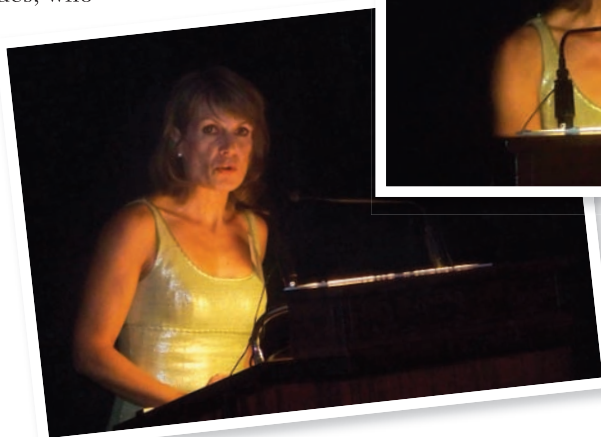
“It happens, sometimes, that the French are true to their stereotypes: we are passionate, slightly emotional,” Bron joked. “Tonight I want to recognize all of you for your patience and your collaboration—I truly appreciate your support.”

Bron added that BBW’s Camille McDonald was “someone very special whom I admire ... for her creative vision and leadership. Thank you for being such an inspiring brand leader. Thank you for all the support over the years.”

After thanking the company’s fragrance vendors for their creativity, Bron singled out her family for its support throughout the years.

Of her career, Bron said, “I fell into the fragrance industry and was totally absorbed into a captivating world ... I’ve met fascinating people who taught me a lot and helped me grow along the way.” She went on to compare success to the structure of a fragrance: At the base, she noted, are values and work ethic; in the heart is a sensibility of openness to new people, ideas and initiatives; and at the top is the motivation to succeed.

“The accomplishment is the reward,” she explained, adding that, because the industry is in constant motion, the journey never ends. “I learn every day.”



Honoree Benedicte Bron
(Beauty Avenues).



A view of the Charkit table.



A view of the Frutarom table.



Peter Lepore and Hari Talasila (both Chemtex USA).



Diane Crecca (Arcade Marketing), Frederic Jacques (Mane), Camille McDonald (BBW) and Eric Dalbo (Arcade Marketing).



Nicolas Lemiere (Charabot) and Pierre-Jean Hellivan (Pochet).



Mike Bloom (Flavor & Fragrance Specialties), Phillip Russell (Takasago) and Milton Seecharan (Takasago).



Joanne Kennedy (FONA International), president of the WFFC.



Seated: Steve Somers Jr. and Steve Somers; standing: Jeff Milton (all Vigon International).



John Sarno (Colibri Scentique) and Jada Garnes (Ungerer).



Rosalie Iacovo (Givaudan Flavors) and Stuart Cox (Givaudan).



Gretchen Vallaro and Jeff Arway (both Takasago).



Celine Roche (Mane), Valerie Najam (J&E Sozio), Diane Cavallo (Fragrance Resources) and Bea Horneto (Bontoux).



Cheryl Sarno and John Sarno (both Colibri Scentique).



Jeanine Pedersen (Takasago) and Amy Marks-McGee (Trendincite).



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