

# 2011 FiFis Celebrate Fragrance Winners

The year in fragrance excellence

**T**aking place at Lincoln Center in New York City, The Fragrance Foundation's 2011 FiFi Awards ceremony celebrated excellence in fragrance creation and marketing.

*Fragrance Hall of Fame Award*

**Women's**—*Issey Miyake L'Eaud'Issey*, Beauté Prestige International

**Men's**—*Jean Paul Gaultier Le Male*, Beauté Prestige International

*Consumer's Choice Award*

**Men's**—Bath & Body Works Signature Collection for Men Twilight Woods

**Women's**—*Bombshell*, Victoria's Secret

*Fragrance Superstar*—*Gucci Guilty*

*Fragrance Sales Breakthrough of the Year*—Mary J. Blige and Carol's Daughter

*Technological Breakthrough of the Year*

**Fragrance Creation & Formulation**—Robertet Fragrances' Seed to Scent development program

**Packaging Technology & Delivery Systems**—International Flavors & Fragrances' (IFF) Redken Radiant Sea Spray

**Information Technology**—Firmenich's osMoz iPhone app

*Perfume Extraordinaire*—Givaudan

*Bath & Body Line of the Year*—*Coco Mademoiselle* Bath Essentials, Chanel

*Interior Scent Collection of the Year*—Johnathan Adler *Happy Chic*, The Maesa Group for Jonathan Adler

*Fragrance of the Year, Specialty Brands*

**Men's**—*Republic of Men Essence*, Banana Republic, and *Eau de Toilette*, Inter Parfums USA

**Women's**—*Bombshell*, Victoria's Secret

*Fragrance of the Year, Broad Appeal*

**Men's**—*Herve Leger Homme*, Avon Products

**Women's**—*Halle by Halle Berry Pure Orchid*, Coty

*Fragrance of the Year, Direct to Consumer*—*My Life by Mary J Blige*, Carol's Daughter

*Fragrance of the Year, Specialty Luxe*

**Men's**—*Tom Ford Azure Lime*, Tom Ford Beauty

**Women's**—*Balenciaga Paris*, Coty Prestige

*Fragrance of the Year, Indie Brand*—*Six Scents Parfums Series Three* (unisex), Six Scents Parfums

*Fragrance of the Year, Luxe*

**Men's**—*Bleu de Chanel*, Chanel

**Women's**—*Gucci Guilty*, P&G Prestige

*The Elizabeth Taylor Fragrance Celebrity of the Year Award*—Halle Berry

*Fragrance Celebrity of the Year Award*—Fergie

*Best Packaging of the Year*

**Women's Luxe**—*Gucci Guilty*, P&G Prestige

**Men's Luxe**—*Marc Jacobs Bang*, Coty Prestige

**Women's Broad Appeal**—*Bombshell*, Victoria's Secret

**Men's Broad Appeal**—*Herve Leger Homme*, Avon Products

*Best Media Campaign of the Year*

**Women's**—*Gucci Guilty*, P&G Prestige

**Men's**—*Bleu de Chanel*, Chanel



Frederic Jacuques (Mane) and Henry de Monclin (HDM Design).



*Laurice Rahme (Bond No. 9) and Laurent Le Guernec (IFF).*



*Ralf Schweiger (Mane) and Raymond Bally (TPR Holdings).*



*Meghan Abbate and Cecile Hua (both Mane).*



*Barbara Zoebelein and Andy O'Shea (both drom).*



*Harry Slatkin (Slatkin & Co.) and Camille McDonald (BBW).*



*Jerome Epinette and Julien Maubert (both Robertet).*



*Markus Schiek and Ferdinand Storp (both drom).*



*Kevin Verspoor and Kelly Kovak (Purpose Built).*



Rodrigo Flores-Roux (Givaudan) and Ruth Sutcliffe (Coty).



Pierre Wulff and Lorene Broc (both Robertet).



Yann Vasnier (Givaudan) and Ruth Sutcliffe (Coty).



Steve DeMercado, Cutler Whitman, Megan Carraher and Christoph Gerberding (all Fragrance Resources).



Halle Berry thanked perfumer Rodrigo Flores-Roux (Givaudan; background) in her acceptance of the Elizabeth Taylor Fragrance Celebrity of the Year Award.



Presenter Josh Duhamel.



New Fragrance Celebrity of the Year Award winner, Fergie.



A view of the audience.



*Mark Knitowski (Victoria's Secret) and Olivier Delcour (IFF).*



*Francesca Vittoria and Jerry Vittoria (Firmenich).*



*Laurent Le Guernec (IFF) and Celine Roche (Mane).*

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