2012 FiFi Winners[a]

Fragrance excellence takes center stage

Jane Lynch (*Glee*) opened the FiFi Fragrance Awards by saying, "I'm honored to be here tonight to serve as your host. Selecting me as host makes perfect sense, because when you think of a sexy, delicate and floral fragrance, you think, 'Jane Lynch.' "

The "Oscars of the fragrance world" featured other celebrity presenters, including Carol Alt, Sam Champion, Tyson Chandler, Philippe Cousteau, Mariska Hargitay, Chaka Khan, Josh Groban, Michelle Monaghan, Kevin Navayne, Nicole Richie, Jessica Stam and Martha Stewart, who presented crystal FiFi Award statuettes to this year's winners.

Hall of Fame Recipient
- Gabrielle "Coco" Chanel

Elizabeth Taylor Fragrance Celebrity of the Year
- Justin Bieber

Fragrance of the Year—Luxe Women
- *Tom Ford Violet Blonde*, Tom Ford Beauty
- Perfumer: Antoine Lie (Givaudan)

Fragrance of the Year—Luxe Men
- *Gucci Guilty Pour Homme*, P&G Prestige

Fragrance of the Year—Nouveau Niche Women
- *Tom Ford Jasmin Rouge—Private Blend*, Tom Ford Beauty
- Perfumer: Rodrigo Flores-Roux (Givaudan)

Fragrance of the Year—Nouveau Niche Men
- *Tom Ford Jasmin Rouge—Private Blend*, Tom Ford Beauty
- Perfumer: Rodrigo Flores-Roux (Givaudan)

Fragrance of the Year—Broad Appeal Women
- *Heidi Klum Shine*, Coty Inc.
- Perfumers: Aurelien Guichard, Jean Guichard and Olivier Pescheaux (all Givaudan)

Fragrance of the Year—Broad Appeal Men
- *Curve Appeal for Men*, Elizabeth Arden
- Perfumer: John Gamba (Givaudan)

Specialty Brand Women
- *Anthropologie 1922 Lily Sanguine Eau de Parfum*, Inter Parfums USA
- Perfumer: Rodrigo Flores-Roux (Givaudan)

Direct to Consumer Men
- *Comme une Evidence Green*, Yves Rocher North America Inc.
- Perfumer: Ursula Wandel (Givaudan)

Consumer's Choice, Women
- *Victoria's Secret Angel*, Victoria's Secret Beauty
- Perfumer: Mary Pierre Julien (Givaudan)

Consumer's Choice, Men
- *Bath & Body Works Signature Collection for Men Classic*, Bath & Body Works
- Perfumer: Harry Freemont and Gil Clavien (Firmenich)

Bath & Body Line of the Year
- *Acqua di Gioia*, Giorgio Armani Beauty

Interior Scent Collection of the Year
- *34 Boulevard Saint Germain*, Diptyque Perfume

Extraordinaire of the Year
- International Flavors & Fragrances (IFF) for *New York Oud*, Bond No. 9 New York
- Perfumer: Laurent Le Guernec (IFF)

Fragrance Hall of Fame—Women
- *24 Faubourg–Hermes*, Beaute Prestige International
- Perfumer: Maurice Roucel (Symrise)

Fragrance Hall of Fame—Men
- *Acqua di Gio*, Giorgio Armani Beauty
- Perfumer: Alberto Morillas (Firmenich)

The evening also included a moving "Legacy of Excellence" tribute to the late Evelyn Lauder by her husband Leonard Lauder.

[a] Perfumers and fragrance houses listed when indicated by the Fragrance Foundation

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From left, host Jane Lynch, presenter Nicole Ritchie and Cosimo Policastro (Givaudan)

Jerry Vittoria (Firmenich) and Francesca Vittoria

From left, Paige Crist (P&F magazine)*, entertainer and presenter Chaka Khan, and Jennifer Powderly (Givaudan)*

Mark Knitowski (Victoria's Secret Beauty), left, and Patrick Firmenich (Firmenich)

From left, Harry Fremont (Firmenich), Celine Roche (Mane) and Laurent Le Guernec (IFF)

Ralf Schweiger, left, and Fred Jacques (both Mane)

Rodrigo Flores-Roux and Amira McQuillan (both Givaudan)

The Give Back Brands team showing off Justin Bieber's Elizabeth Taylor Fragrance Celebrity of the Year award

Clement Gavarry, left, and Nicolas Mirzayantz (both IFF)

Pierre Wulff, left, and Joe Lattarulo (both Robertet)

From left, Elise Benat, Laurent Mercier and Caroline Lumpp (all Firmenich)

From left, Nicolas Mirzayantz (IFF), Victoria Frolova (Bois de Jasmin), Celine Barel (IFF) and Veronique Ferval (IFF)

Paige Crist (P&F magazine) *and John Gamba (Givaudan)*

Loc Dong (IFF), left, and Jeb Gleason-Allured (P&F magazine)

Editorial Excellence in Fragrance Coverage and Packaging Winners

During the FiFi Breakfast at the Mandarin Oriental Hotel in New York preceding the FiFi Awards, winners in the Editorial Excellence categories were announced.

Women's Scent Feature
- "French Lessons," *Allure* Magazine, August 2011

Men's Scent Feature
- "Boy Meets Girl," *Elle* Magazine, December 2011

Women's Scent Bite
- "Coming Up Roses," *Allure* Magazine, February 2011

Blog/E-Zine
- "Luxury vs Function in Perfumery," *Bois de Jasmin*, March 15, 2011; *http://boisdejasmin.com/2011/03/the-other-side-of-luxurious-perfumery-functional-fragrances.html*

The packaging winners, announced during the FiFi Awards, are as follows:

Best Packaging of the Year—Luxe Women
- *Prada Candy Eau de Parfum Spray*, Puig USA

Best Packaging of the Year—Luxe Men
- *John Varvatos * USA*, Elizabeth Arden

Best Packaging of the Year—Broad Appeal Women
- *Victoria's Secret Angel*, Victoria's Secret Beauty

Best Packaging of the Year—Broad Appeal Men
- *Curve Appeal for Men*, Elizabeth Arden

Media Campaign of the Year—Women
- *Coco Mademoiselle*, Chanel

Media Campaign of the Year—Men
- *Gucci Guilty Pour Homme*, P&G Prestige

Fragrance Houses Spotlighted During FiFi Tech Awards at the 2012 World Perfumery Congress

Can a fragrance be innovative, sustainable, technological, interactive and a delicately blended, olfactory tour de force created by a master perfumer? The answer provided by the winners of the **2012 FiFi Technological Breakthrough of the Year Awards** honored on stage at the **2012 World Perfumery Congress** was a resounding yes[b].

The **Fragrance Foundation** partnered with *Perfumer & Flavorist* magazine to redefine the categories for the 2012 FiFi Technological Breakthrough of the Year Awards to better reflect different types of technological innovations as they relate to fragrance.

Breaking with tradition and to showcase these new technological concepts that help move the market forward, attract new consumers to the category and appeal to a tech-savvy generation, ***Mary Ellen Lapsansky***, vice president of The Fragrance Foundation, and ***Terry Molnar***, executive director of The Fragrance Foundation, attended The 2012 World Perfumery Congress at the MGM Grand in Mashantucket, Connecticut, on Thursday, June 14, 2012, to present the Technological Breakthrough FiFi Awards to the winners.

[b] *wpc.perfumerflavorist.com*; photos: *www.facebook.com/perfumerflavorist*

Mary Ellen Lapsansky, vice president of The Fragrance Foundation, announced the categories for the 2012 FiFi Technological Breakthrough of the Year Awards.

Terry Molnar, executive director of The Fragrance Foundation, outlined the qualifying rules for the 2012 FiFi Technological Breakthrough of the Year Awards.

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Carolyn Fritz, CEO of Allylix, accepted the Fragrance Ingredients, Formulation and Testing category honor for its sustainable production of terpene fragrance materials by fermentation.

Laurent Mercier, Firmenich's vice president, global sales, marketing and portfolio management, accepted on behalf of the company for its win in the Packaging Technology and Delivery Systems category for The Sephora Sensorium (2011) Lucid Dreams Room (Firmenich and the D4D).

The 2012 FiFi Technological Breakthrough of the Year category was broken down into three sub-categories:

- Fragrance Ingredients, Formulation & Testing
- Packaging Technology & Delivery Systems
- Information Technology

The winners are …

Fragrance Ingredients, Formulation and Testing

- ***Winner:*** Allylix Inc.: Sustainable Production of Terpene Fragrance Materials by Fermentation

Packaging Technology and Delivery Systems

- ***Winner:*** Firmenich, Inc.: The Sephora Sensorium (2011) Lucid Dreams Room, Magic by Firmenich and the D4D

Felix Mayr-Harting, Givaudan's global head of fine fragrance accepted the Information Technology category win for Givaudan's iPerfumer2.

Information Technology

- ***Winner:*** Givaudan Fragrances Corp.: iPerfumer2

Congratulations to all the winners!

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