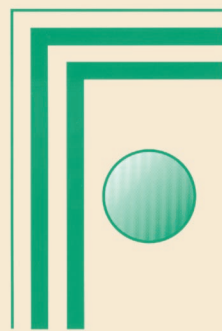




Annette Green



The Fragrance Foundation

## Art, Science and Society: Keys to Sensory Success

One of the most unique industry and consumer-focussed additions to the myriad of activities of The Fragrance Foundation is the establishment in 1999, by the Foundation's board of directors, of the Annette Green Museum at The Fragrance Foundation. The Museum opened in November, 1999 in celebration of the Foundation's 50th anniversary with a retrospective of the past 50 years in the Foundation's history against a background of social changes taking place in the US.

As a matter of record, the growth of the fragrance industry in the US parallels the expanding role of the Foundation as it concentrated its efforts on potential industry opportunities to reach the consumer. In fact, the Fragrance Foundation was founded in 1949 because American women didn't wear fragrance on a regular basis. When scent was worn, it was usually on Saturday night for dress-up occasions, and then, only a drop of perfume was dabbed behind each ear. In addition, most women owned only one fragrance and rarely changed brands.

In the late 1950s, the Foundation floundered and was no longer supported by the industry. I was invited, shortly after opening my own marketing and public relations agency, Annette Green Associates, in 1961, to consider rescuing the Foundation. I agreed, and the Foundation became a pro bono account of the agency.

In the late 1960s, in an attempt to change women's attitudes and understanding of the diversity of the fragrance experience, I introduced the "wardrobe of fragrance" concept. My goal was to relate the wearing of fragrance to fashion. It seemed perfectly natural to me that just as a variety of fashion wardrobes' colors could be worn to match or change women's moods and occasions, fragrance should play a similar role.

It took approximately 10 years for the concept to take hold. In the interim, I focused on providing the growing industry with information about the fledgling US

market. I held seminars to discuss social changes, which held tremendous opportunities for the fragrance industry. Amongst them were the movement of women into the workplace and the emergence of a hippie culture that carved out a niche for what was to become the musk revolution. As a result, for the first time, the influence for fragrance came from the street rather than the fashion salons.

Fragrance soon became the favorite of the proletariat. By the time the 1970s dawned, interest in fragrance was at an all-time high and quickly spawned a burgeoning marketplace, which attracted leading fashion designers. Their entry, with gorgeous fragrance creations that interpreted the essence of their fashions, created a sensation that continues to impact the appeal of fragrance to women and men of all ages and interests.

It was in the early 1970s that I conceived the FiFi Awards to recognize extraordinary creativity in the industry. The first ceremony was held in 1973 at The Plaza Hotel in New York, attended by approximately 250 people. The winning fragrance that year was Chanel No. 19.

In the 1980s, lifestyle fragrances began to appear, reflecting this glamorous era of self-indulgence and high expectations. By this time the FiFi Awards were generating worldwide interest, with an attendance exceeding 1000. In the early part of this decade, I proposed to the board of directors that we establish a scientific arm, which could study the sense of smell and the psychological benefits of fragrance. Interestingly, for an industry that is so dependent on consumers' appreciation of the sense of smell, little was known about our mysterious fifth sense. In 1981, the organization, which has just been renamed the Sense of Smell Institute, was born. As a result of its research efforts with leading hospitals and universities in the US and abroad, the science of aromachology was initiated. Its mandate was to provide scientific validation for claims previously

ascribed to aromatherapy: that fragrance can improve one's mood and modify behavior. Grants to clinical psychologists have proven this thesis, and research supported by the Institute continues to do so.

In the 1990s, the fragrance industry began to respond to the results of the research, much of which was supported by its contributions. As a result, fragrance concepts have gone way beyond the traditional forms of perfume, toilet water and cologne. Product lines that provide a wide range of psychological benefits have emerged. The science of aromachology has slowly but surely taken a foothold in the industry.

Through the work of the Sense of Smell Institute, fragrance is opening vistas never before imagined in such areas as sleep therapy, sports medicine and stress reduction. The timing has been perfect, too, as consumers' attitudes and needs have changed. The excesses of the 1980s ushered in a cooling-down period in the 1990s, in which unisex fragrances became "must haves". They were light, fresh and upbeat. Their popularity led to a new generation of scents and scent devotees who wore clean transparent fragrances for themselves. Diffusive scents took a back seat to these subtle mood enhancers.

At the dawn of the 21st Century, use of fragrance has re-emerged in a new guise. Luxury has been reinvented to help everyone cope with the stresses of the technological revolution. The industry is responding with luxurious and innovative products for the bath, the house, work and play. In the process, technology in not to be denied. In the late 1990s and today, we have witnessed the most extraordinary new devices that will allow the public to program the scents of choice right in the comfort of their homes. Fragrance has, indeed, become ubiquitous. Plans are on the drawing boards of Silicon Valley and the entertainment industry to incorporate  
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fragrance and new technologies for scent delivery into sensory pleasure centers.

The FiFi, in recognition of the changes taking place, are awarded for technological breakthroughs and marketing innovations. What's more, The Fragrance Foundation, in recognition of the need for the industry to keep ahead of the

curve of the wave, has initiated think-tank sessions in which members can come together to discuss a wide range of issues and challenges.

The 21st Century has already set a sensory revolution in motion that will expand and change the fragrance industry as it creates a society eager for products and

services that improve the quality of life and sense of well being of the consumer. These new products and services will add a level of pleasure and experience, defying time and space.

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**Annette Green,**  
*President, Fragrance Foundation.*