



THE FRAGRANCE FOUNDATION

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Fragrance  
Foundation  
Awards  
2014

THURSDAY 15TH MAY 2014

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For tickets, sponsorship and nominations please visit

[www.fragrancefoundation.org.uk](http://www.fragrancefoundation.org.uk)

or e-mail [info@fragrancefoundation.org.uk](mailto:info@fragrancefoundation.org.uk)

Tel: 07969 040143

@FragranceFDN\_UK #FragranceAwardsUK

The Fragrance Foundation UK Awards are open to Fragrance Foundation members and non-members.

## SUBMISSION CRITERIA & GUIDELINES FOR THE AWARDS:

The fragrance must have been available at retail in the UK in 2013.

See individual categories for full details.

All nominations to be made online only at [www.fragrancefoundationawards2014.co.uk](http://www.fragrancefoundationawards2014.co.uk)

You will be required to enter a description about the product (50 words max).

A picture must also be uploaded as a jpeg file (300dpi), minimum 1000 pixels wide or 1000 pixels high.

In addition three full sized products should be sent, and a high res jpeg of each entry (300 dpi minimum) should also be sent/emailed by Friday 31st January to The Fragrance Foundation.

Address: The Fragrance Foundation, 3 Boathouse Reach, Henley-on-Thames, RG9 1TJ

Email: [info@fragrancefoundation.org.uk](mailto:info@fragrancefoundation.org.uk)

If you are entering either of the Best Fragrance Commercial categories or Best New Ultimate Launch, do not upload your videos. Instead, please send a .mov file to: [george@mammoth-events.com](mailto:george@mammoth-events.com) or Fragrance Foundation Awards, Mammoth Events, 3 Quickmere Court, Stamford Rd., Mossley, Lancashire OL5 0PA

PLEASE NOTE THAT IT IS THE RESPONSIBILITY OF THE BRAND TO ENSURE THAT ALL PRODUCT DETAILS ARE ENTERED CORRECTLY ONLINE.

THE FRAGRANCE FOUNDATION CANNOT BE RESPONSIBLE FOR ANY ERRORS.

Nominations are now open. Nominations close Friday 31st January 2014.

## VOTING

All voting will be checked and verified by Deloitte

See individual categories for full details.

Members of The Fragrance Foundation can vote for the following categories:

Best New Female Fragrance in Limited Distribution

Best New Male Fragrance in Limited Distribution

Retailer of the Year

Best New Fragrance for Women

Best New Fragrance for Men

NB: FRAGRANCE FOUNDATION MEMBERS COMPANIES CAN NOMINATE 3 EMPLOYEES WHO CAN CAST THEIR VOTE IN THE ABOVE CATEGORIES, BUT CANNOT VOTE FOR THEIR OWN NOMINATIONS

## COST TO ENTER AWARDS

Members - Free of Charge in line with membership category. Further nominations can be submitted above your allocation and will be charged at £250 per fragrance.

Number of free nominations: A =4, B =6, C=8, D=10, E =12, F=14

Non Members - £250 + VAT per fragrance

NOMINATIONS ARE COUNTED BY FRAGRANCE NAME, NOT BY EACH CATEGORY ENTERED  
A FRAGRANCE CAN BE NOMINATED INTO AS MANY CATEGORIES AS RELEVANT AND THIS COUNTS AS ONE NOMINATION

For further information, please contact  
[info@fragrancefoundation.org.uk](mailto:info@fragrancefoundation.org.uk) or call 07969 040143

**Best New Female Print Advertisement  
Best New Male Print Advertisement**

Head Judge:

Richard E. Grant

Judging panel:

Piers Bracher – Advertising Director

Ian Denyer – Film Director

Howard Greenhalgh – Music Video Director

Jackie Tyson – Make Up Artist

**Best New Female Fragrance Commercial  
Best New Male Fragrance Commercial**

Head Judge:

Richard E. Grant

Judging panel:

Piers Bracher – Advertising Director

Ian Denyer – Film Director

Howard Greenhalgh – Music Video Director

Jackie Tyson – Make Up Artist

**Best New Female Fragrance Packaging  
Best New Male Fragrance Packaging**

Head Judge:

Jenny Packham – British Fashion Designer

Judging panel:

Lucy Ewing – Stylist at Sunday Times Style

Caryn Franklin – British Fashion Expert

Patrick Grant – British Fashion Designer

**Best New Home Fragrance**

(This includes candles, room sprays and diffusers)

Judging panel:

Sue James – Editorial Director - Woman and Home

Sue Peart – Editor – You Magazine

David Nicholls - Design Editor – Telegraph Magazine

**Best New Female Fragrance in Limited Distribution  
Best New Male Fragrance in Limited Distribution**

This is open to any fragrance launched in 2013 that was sold in less than 50 doors in the UK

Voted for by members of The Fragrance Foundation

**Best New Independent Fragrance**

The brand must be independent, not distributed or owned by a larger company.

Must be sold in 1-50 doors in the UK can include online

Judging Panel:

Jasmine Award Winners

## Perfume Extraordinaire

Recognises an extraordinary olfactive creation launched in 2013. This award acknowledges craftsmanship and measures the aesthetic beauty of the fragrance. It also recognises perfumers, who as olfactive visionaries inspire us most when their creations move the market forward.

### Entries:

All entries are submitted blind to the Fragrance Foundation.  
Please email [info@fragrancefoundation.co.uk](mailto:info@fragrancefoundation.co.uk) for more information

### Judging Panel: Jasmine Award Winners

#### Readers' Choice Award - for Women

Voted for by readers of ELLE Magazine

#### Readers' Choice Award - for Men

Voted for by readers of Men's Health

#### Best New Celebrity Fragrance

Voted for by readers of OK! Magazine

#### People's Choice Award - for Women

Voted for by users of boots.com

#### People's Choice Award - for Men

Voted for by users of boots.com

#### Retailer of the Year

Awarded to the retailer that has promoted and embraced fragrance through an innovative campaign to reach new consumers, and actively supported the Fragrance Foundation, This can be in store, through the media and online.

Voted for by members of The Fragrance Foundation

#### Best New Fragrance for Men Best New Fragrance for Women

Voted for by members of The Fragrance Foundation

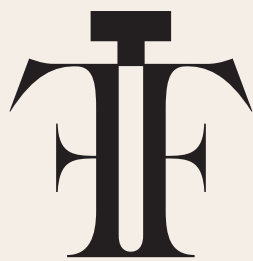
#### Best New Ultimate Launch

Awarded to the fragrance that has promoted and embraced itself through an innovative launch campaign in 2013. This should include in store, social media and online. This Fragrance will have revolutionised the fragrance market or been creative in its formulation, packaging or marketing & advertising campaign.

For this category your entry should be supported by a video module that highlights key elements of your submission. Please ensure that your video is a 16:9 format Quicktime Movie (.mov file) and no longer than 1 minute in length.

Voted for live at The Awards

FOR FURTHER INFORMATION, PLEASE CONTACT:  
[INFO@FRAGRANCEFOUNDATION.ORG.UK](mailto:INFO@FRAGRANCEFOUNDATION.ORG.UK) OR CALL 07969 040143



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