



**THURSDAY 18TH MAY 2017**

**For tickets, sponsorship and nominations please visit  
[www.fragrancefoundationawards2017.co.uk](http://www.fragrancefoundationawards2017.co.uk)  
or e-mail: [info@fragrancefoundation.org.uk](mailto:info@fragrancefoundation.org.uk)  
Tel: 01491 845435 / 07969 040143  
[#FragranceAwardsUK](https://twitter.com/FragranceAwardsUK)**

# SUBMISSION CRITERIA & GUIDELINES FOR THE AWARDS

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

The fragrance must have been launched in the UK in 2016.

See individual categories for full details.

All nominations must be made online [www.fragrancefoundationawards2017.co.uk](http://www.fragrancefoundationawards2017.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 4 full sized products should be sent (if entering the home fragrance category 6 products should be sent) by Friday 20th January 2017 to The Fragrance Foundation.

Address: The Fragrance Foundation, Chiltern House, 45 Station Road, Henley-on-Thames, RG9 1AT

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

If you are entering either of the Best New Commercial categories, please do not upload your video files to the website. Instead, please send a .mov file via WeTransfer to: [production@fragrancefoundation.co.uk](mailto:production@fragrancefoundation.co.uk)

**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 20th January 2017.

## VOTING

All voting will be checked and verified by Deloitte.

See individual categories for full details.

**FRAGRANCE FOUNDATION MEMBER COMPANIES WILL BE CONTACTED TO CAST THEIR VOTE IN THE BELOW CATEGORIES.**

**NB: YOU CANNOT VOTE FOR YOUR OWN NOMINATION OR COMPANY.**

Retailer of the Year Categories (Members votes only form part of the judging process, see category for full details)

The Ultimate Launch: (Awarded to the fragrance that has promoted and embraced itself through an innovative launch campaign in 2016. This should include in store, social media and online. This fragrance will have revolutionised the fragrance market or been creative in it's formulation, packaging or marketing and advertising campaign.)

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

## 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 + VAT per fragrance.

Number of free nominations: JUNIOR=1, A=2, B=4, C=6, D=8, E=10, F=12, G=14, H=16, I=18

Non Members - £250 + VAT per fragrance

**NB: ONCE YOU HAVE NOMINATED A FRAGRANCE IT CAN THEN BE NOMINATED INTO AS MANY RELEVANT CATEGORIES AT NO EXTRA CHARGE.**

For further information, please contact  
[info@fragrancefoundation.org.uk](mailto:info@fragrancefoundation.org.uk) or call 01491 845435 / 07969 040143



@FragranceFDN\_UK



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# AWARD CATEGORIES FOR 2017

## **Best New Female Print Advertising & Best New Male Print Advertising**

(Judges - Howard Greenhalgh - Film & Music Video Director, John Hannah - Film & Television Actor, Jackie Tyson - Make-Up Artist in TV, Film & Photography, Brix Smith Start - Author, Singer, TV Presenter)

## **Best New Female Commercial & Best New Male Commercial**

(Judges - Howard Greenhalgh - Film & Music Video Director, John Hannah - Film & Television Actor, Jackie Tyson - Make-Up Artist in TV, Film & Photography, Brix Smith Start - Author, Singer, TV Presenter)

## **Best New Female Fragrance Design & Packaging & Best New Male Fragrance Design & Packaging**

(Judges - Oliver Cheshire - Model & Blogger, Nick Ede - Stylist & Television Presenter, Lucy Ewing - Fashion Director, Sunday Times Style, Melissa Odabash - Fashion Designer, Jenny Packham - British Fashion Designer)

## **Best New Home Fragrance**

(This includes candles, room sprays and diffusers)

(Judges - Baroness Karren Brady OBE, Sue James - Editor Woman & Home, SJ Watson - Author, Sue Peart - Editor, You Magazine)

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

(This is open to any fragrance launched in 2016 that was sold in less than 25 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)  
(Voted for by the 2017 Jasmine Award winners)

## **Perfume Extraordinaire**

(Open to compound houses and independent perfumers and recognises an extraordinary olfactive creation launched in 2016. 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 to be submitted in a lab sample format & submitted blind, contact The Fragrance Foundation for your code.)  
(Voted for by the 2017 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 Members of The Fragrance Foundation)

## **People's Choice Award - for Women & People's Choice Award - for Men**

(Voted for by users of boots.com)

## **Retailer of the Year - London**

(Retailers nominate themselves in this category. Please submit additional information via the website to support how you have 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.)

Judging process: Mystery Shopping: Retailer to nominate up to 1 store that will be mystery shopped twice.

Online stores will also be shopped to capture online experience. Supplier Experience - each supplier member will have one on line vote)

## **Retailer of the Year - Outside London (excludes Central London)**

(Retailers nominate themselves in this category. Please submit additional information via the website to support how you have 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.)

Judging process: Mystery Shopping: Retailer to nominate up to 3 stores that will be mystery shopped twice.

Online stores will also be shopped to capture online experience. Supplier Experience - each supplier member will have one on line vote)

## **Best New Fragrance for Men & Best New Fragrance for Women**

(Voted for by Members of The Fragrance Foundation)

## **The Ultimate Launch**

(Awarded to the fragrance that has promoted & embraced itself through an innovative launch campaign in 2016. This should include in store, social media and online. This Fragrance will have revolutionised the fragrance market or been creative in it's formulation, packaging or marketing and advertising campaign.)

(Voted for by members of The Fragrance Foundation - you will need to give your reason why you are voting for a particular fragrance launch)

FOR FURTHER INFORMATION, PLEASE CONTACT: INFO@FRAGRANCEFOUNDATION.ORG.UK OR CALL 01491 845435 / 07969 040143



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