



## Grand Prix du Parfum Fragrance Foundation France Marie Claire - 8th of April 2010

To award best Feminine and Masculine perfumes launched  
in 2009 in France in the selective channel

### 10 Prizes

(best fragrance, best design, best communication,...)  
Presented by personalities from the world of Perfume,  
Press and Retail

> **New formula of the Grand Prix du Parfum Fragrance Foundation Marie Claire 2010**  
created in 1992 in France and developed by Catherine Disdet and Members of the Fragrance Foundation France.

> **Completely revamped in last 2009**  
this 18th edition has been re-invented, to meet and please both professionals, experts\* (bloggers, press journalists, evaluators) and public's expectations.  
Public vote online in March on the Fragrance Foundation France website.

> **This year, 27 prestigious members**  
(brands, designers, fragrance houses or retailer) and new Members such as Editions de Parfums Frédéric Malle, Isabel Derroisné, Cinquième Sens... run the Association, aimed to promote fragrance talents, creativity, and boost business.

> **Grand Prix du Parfum 2010 Winners and Gala by bloggers**

Denyse Beaulieu  
<http://graindemusc.blogspot.com/>

Elisabeth de Feydeau  
<http://elisadefeydeau.wordpress.com>

Juliette Faliu  
<http://poivrebleu.com>

And [www.nstperfume.com](http://www.nstperfume.com)



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And the Winners are



Olivier Cresp (Firmenich)  
Elisabeth de Feydeau, fragrance expert  
Véronique Gohmann (Yves Rocher)  
Valérie André (Yves Rocher)



**Yves Rocher**  
**So Elixir**  
**Best Perfume**  
**In private retail /**  
**Direct Sell**

Created by Olivier Cresp  
from Firmenich, So Elixir  
is a chypre floral with  
jasmin sambac,  
patchouli, incense



**Dior**  
**Miss Dior Chérie l'Eau**  
**Best Media Campaign**



François Demachy (Dior)  
Nathalie Pichard (FFF)  
Miek Vercouteren (Marionnaud)



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And the Winners are

**Nina Ricci**

**Ricci Ricci**

**Best Feminine Perfume  
& Best Feminine Design**

Fruity gourmand fragrance signed  
by Aurélien Guichard and Jacques  
Huclier from Givaudan



Margerie Barbes-Petit (Nina Ricci)

Didier Grumbach (Pdt Fédération Française de la Couture)



Aurélien Guichard (Givaudan)

Anne Flipo (IFF)

Pierre Aulas (Ego Facto)

Alberto Morillas (Firmenich)

**Ego Facto**

**Jamais le Dimanche**

**Best Masculine Perfume**

Alberto Morillas has created this  
'subversive incense' fragrance for an  
expert in creation.

Available at Marionnaud



**Diesel**

**Only the Brave**

**Best Masculine Design**

Oriental woody and leathery signed by  
Aliénor Massenet, Olivier Polge and Pierre  
Wargnye (IFF)



Florence Puech (L'Oréal) & Pierre Dinand (designer)



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And the Winners are



**Hermès**  
**Eau de gentiane blanche**  
**Prix « Coup de Cœur »**  
**Rédaction Marie Claire**  
Jean Claude Ellena won this Prize, for his woody fresh and musky fragrance.



Jean Claude Ellena (Hermès)  
Catherine Fulconis (Hermès)  
& Marie Claire Team



Thierry Wasser (Guerlain) and NP  
Jean-Paul Lubot (Marie Claire)

**Guerlain**  
**Idylle**  
**Prix « Coup de Foudre »**  
**Lectrices Marie Claire.fr**  
More than 1700 readers of the website have voted for this chypre floral composed with rose, jasmine and musk, signed by Thierry Wasser.



Among these 10 Prizes, two new important awards have been dedicated to creation and Haute Parfumerie :

**Le Prix des Parfumeurs** composed of 20 perfumers members of Fragrance Foundation France

**Le Prix des Spécialistes** composed of a panel of bloggers, press, and major evaluators from Fragrance Houses.

Both Prizes award **La Treizième Heure de Cartier** created by Mathilde Laurent.

They liked her balanced woody leathery tea smoked fragrance...Bravo ! Congratulations !



Catherine Disdet (President of the FF)  
**Mathilde Laurent (Cartier)**  
& Nathalie Pichard (FF)