

# WWD

BEAUTY / FRAGRANCE

## Accademia del Profumo Fetes Annual Award Winners

Narciso Rodriguez for Her Fleur Musc and Dior Homme Sport were named best fragrances of the year.

By [Sandra Salibian](#) on May 16, 2018



📷 The Narciso Rodriguez For Her Fleur Musc and Dior Homme Sport scents. Courtesy Photo

**MILAN** — [Accademia del Profumo](#) — the Italian association of cosmetics companies promoting the history of perfume, culture and art — unveiled its annual award winners during a gala ceremony hosted at the city’s Pirelli HangarBicocca location on Tuesday.

[Narciso Rodriguez](#) for Her Fleur Musc and [Dior Homme](#) Sport scooped the prizes for best fragrances of the year in the women’s and men’s categories, respectively, as a result of the votes of consumers. Altogether, 162,000 votes were registered

**ESSENTIALIST**  
 — TODAY'S MUST READ —

[British Royal Wedding Dresses in History: Everything You Need to Know](#)

**LATEST GALLERIES**

[Royal Wedding Dresses: A Look Back at Some of the Most Iconic Bridal Gowns in History](#)

and cast through the contest's dedicated web site, the association's Facebook page and in more than 400 perfumeries in Italy.

A technical jury, comprising beauty editors and retailers, assigned prizes in five other categories. [Gucci Bloom](#) and Bottega Veneta pour Homme Parfum were awarded best olfactory creations; Salvatore Ferragamo's Signorina in Fiore and [Trussardi Riflesso](#) were chosen as best Made in Italy scents, while Twilly d'Hermès and Yves Saint Laurent's Y were awarded best packaging.

Prizes for the niche category went to Armani Privé Iris Céladon and Tuberose in Blue by Altaia, chosen as best fragrances by a renowned brand and in artistic perfumery, respectively.

A VIP jury, which included local actors, TV and radio hosts, an architect and chefs, gave the award for best communication to [Gabrielle Chanel](#) and Acqua di Parma Colonia Pura, for the women's and men's categories, respectively.

For the second year, nose [Olivier Polge](#) was the recipient of [Accademia del Profumo's](#) special prize as the Gabrielle scent he conceived for Chanel achieved the best sales results in the first six months after it launched in Italy. He scooped the prize last year for his Chanel No. 5 L'Eau creation.

 [Dior Homme](#) [fragrance](#) [Narciso Rodriguez](#)



**WWD**  
 FREE ALERTS & NEWSLETTERS

Enter your email address **SIGN UP**

[PRIVACY POLICY](#)

