



## PRESS RELEASE For Immediate Release

**New Luxury Awards Finalists Revealed at the Barcelona Perfumery Congress, featuring Awards by French Architect and Designer Pascal Morabito.**



**Barcelona, 23rd November 2023 - The International Perfume Foundation** is pleased to announce the Finalists of the prestigious **New Luxury Awards**, unveiled at the **Barcelona Perfumery Congress**. These awards will embody excellence and innovation in the perfume industry.

Organized by the International Perfume Foundation (IPF), the **4th edition of the New Luxury Awards** showcases brands and creators who embrace the new era of luxury, focusing on sustainability and responsibility. This year's finalists have been carefully selected by a panel of international renowned industry experts.

The New Luxury Awards categories include **the most environmentally friendly perfumes**. Each finalist has stood out for their commitment to a **responsible and ethical approach** to perfumery following the **New Luxury Code** and the IPF's standards for Natural Perfumery.

**The Awards, crafted by renowned French designer and architect Pascal Morabito**, are true works of art that combine aesthetics with excellence.

Each award embodies the passion, creativity, and elegance that characterize the perfume industry.

**Under the Presidency of Creezy Courtoy, The International Perfume Foundation thanks the International Jury:** Françoise Rapp, Shaneela Rowa Al Qamar, Andrej Babicky, The Plum Girl and Ida Meister for their selection.



## Winners in different categories are:



From left to right: Creezy Courtoy, IPF Founder, Vedrana Perhoc an Françoise Rapp, IPF France Chair.

### Students:

- Shalom Hoang from China with "La Femme Mystique".
- Filippo Zanini from Italy with "Principio" and "Dafne-Meli".

### Perfumer:

Vedrana Perhoc from Croatia with "Le Pique Nique". She had already won an award in the Student Category in 2019.

### Brands:

- La Fleur by Livvy from Colorado with "Jadon".
- Porcelain Perfumery from Denmark with "Myristique 2".



From left to right: Creezy Courtoy, President of the Jury and IPF Founder, Olivia Larson, US perfumer and Founder of the brand, and Anuja Raja, French Winner of the New Luxury Awards 2022.



From left to right: Creezy Courtoy, President of the Jury and IPF Founder, Stine Hoff, Danish perfumer and Founder of the brand, and Pil Sondergaard Hummel, CEO of Porcelain Perfumery.

**About International Perfume Foundation (IPF):** Founded in 1995 by Creezy Courtoy, IPF is a non-for profit organization. Its mission is the preservation of the world perfume heritage. Therefore its actions are educating students, certifying natural perfumers and promoting sustainable perfumery.

[www.perfumefoundation.org](http://www.perfumefoundation.org)

**About Barcelona Perfumery Congress:** Organized by Beauty Cluster, the Barcelona Perfumery Congress is an annual event bringing together professionals, experts, and perfume enthusiasts from around the world to celebrate excellence and innovation in the industry.

[www.beautycluster.es](http://www.beautycluster.es)

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