**PRESS RELEASE - NEW LUXURY AWARDS - WINNERS**

**New Luxury Awards revealed an increasing numbers of natural perfumers and brands and an urgent need to innovate packaging to lead the perfume industry towards sustainability.**

The New Luxury Awards 2020 acknowledged last night the 2020 sustainable perfumes and sustainable packaging following the New Luxury Code.

Pierre Dinand and Catherine Disdet chaired the Jury.

The Awards were announced online in a ceremony entertained by the very talented **@Lalauraparis**, artist and IPF Youth Ambassador.

**The International Perfume Foundation** in partnership with **Beauty Cluster** and **Parfum Plus Magazine** organized the event online.

Nominees came from everywhere in the world, showing that Natural Perfumery is growing worldwide.

**The winners for sustainable perfumes are:**

In the student category: **Vedrana Perhoc** from Croatia with a perfume called Son Gant de Cuir.

In the graduate category: **Omar Al Qattan** from Kuwait with a perfume called Cave and MD Abdullah Al Roman from Malaysia with a perfume called Oriental Queen.

In the perfumer category: **Danica-Lea Larcombe** from Perth, Australia with a perfume called Lilly Pilly.

In the brand category: **Pomare’s Stolen Perfumes** from Venice, California with a perfume called Piano Tuner.

**The winners for sustainable packaging are:**

In the supplier category: Teal Bio from California, a company doing bio-plastics based on banana peels.

In the brand category: No nominees

**Anu Kemppinen,** a student from United Kingdom, reminded everyone that perfume bottles put on the market are only recyclable if each part of the metal, glass or bio-plastic can be separated.

***“You are the new generation of perfumers, the new generation of brands and the new generation of suppliers.***

***You are leading the change we need in this world, bringing back nature to our lives and showing it is important to come back to what is truly luxury.***

***And … Perfume is so important to reconnect with nature for our own wellbeing.”*** **said Creezy Courtoy**

This was an important moment in the history of perfume.

We will come back next year with more natural perfumes and hopefully more innovations in sustainable packaging.

More info: <http://www.perfumefoundation.org/awards2020.html>

**12 février 2021** **Contact presse** [cc@perfumefoundation.org](mailto:cc@perfumefoundation.org)

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