

Rise Above The Pack

Consumers are daunted with the mass of fragrances, and it's hard to weed through them, resulting in many of them being forgettable. But there are brands that stand out of the pack. On October 23, The Fragrance Foundation's Associate Board held Breaking Through The Clutter—an event that emphasized how fragrance brands can become unique in their own right and get noticed among the masses.

Amy Marks-McGee of TrendIncite, LLC moderated the discussion. She mentioned that there is a lot of clutter of fragrances and that according to the NPD Group, in 2007, 1,100 women's brands were on-counter, compared to 10 years ago, when there were only 360. "That's 3 times as many fragrances on-counter, yet there is 1/3 less in sales," Ms. Marks-McGee commented. The panelists for the evening were Greg Andersen, Head of Engagement Planning, BBH, Polly Blitzer, Founder and Editor-in-Chief, beautyblitz.com and Gene Pressman, former CEO, Barneys New York and Co-Author of *Chasing Cool: Standing Out in Today's Cluttered Marketplace*. They each gave their perspectives of positioning a brand differently than the rest.



Moderator Amy Marks-McGee (2nd I.) with Author Gene Pressman, beautyblitz.com's Polly Blitzer and BBH's Greg Andersen