

# WOMEN IN FRAGRANCE


**THE FRAGRANCE INDUSTRY IS UNDERGOING A SIGNIFICANT CHANGE IN ITS MAKE-UP, AS ENTREPRENEURIAL WOMEN TAKE THE LEAD ON SHAPING PRODUCT AND BUSINESS MODELS. FROM WOMEN-ONLY FRAGRANCE HOUSES TO FEMALE NOSES AND MORE RELEVANT STORYTELLING FOR TODAY'S COMPLEX, DIVERSE FEMALE, THIS NEW NARRATIVE IS OFFERING THE FEMALE CONSUMER A FRESH LOOK AT FRAGRANCE.**



Gabriella Chieffo

THE BUZZ

WGSN



**"THE FRAGRANCE AND FLAVOUR  
INDUSTRY LANDSCAPE IS CHANGING  
QUICKLY, PARTICULARLY IN THE  
LARGE CORPORATIONS, AND MANY  
COMPETENT WOMEN ARE USING  
THEIR KNOWLEDGE AND EXPERIENCE  
TO START THEIR OWN COMPANIES."**

*- AMY MARKS-MCGEE*

*PRESIDENT, WOMEN IN FLAVOURS & FRAGRANCE COMMERCE*

Pinrose

## INDUSTRY ANALYSIS

**The 'Grasse Ceiling' is how women in the industry often refer to the obstacles faced in becoming a fragrance nose, a role dominated by men. With the recent appointment of Christine Nagel – creator of Miss Dior Chérie – as the first female master perfumer at Hermès, things are changing.**

Amy Marks-McGee tells WGSN, "Women perfumers are moving up in the large fragrance suppliers and are beginning to be recognised for their creativity and skills." She states that in the US, just one female master perfumer (as opposed to three males) was appointed in 2013. By 2015, Symrise, one of the world's top three suppliers, awarded two men and two women the honour, while in its perfumery school it appointed five new junior perfumers, four of whom were women. New brands run entirely by women, such as Colibri Scentique, one of the women-owned suppliers of fine fragrance products, are creating products better aligned to today's empowered female. In this niche market, women are launching their own brands with great success. They spot the disconnect between today's complex female and the mainstream fragrance houses that haven't moved on with their generic storytelling; a girl in an evening dress or semi-naked in the arms of a man. Today's woman needs a new fragrance product, and it's women perfumers who are heeding the call.



Urban Reivers



Christine Nagel



Mariangela Rossi

## EMPOWERED ENTREPRENEURS

Sephora in the US is aiming to help female entrepreneurs in the beauty industry – including fragrance – because it's concerned by the lack of female CEOs within an industry aimed predominantly at women. According to the retailer, which is owned by LVMH, women entrepreneurs do not have the same access to funding or business connections as men, reflected in the fact that 85% of venture capital start-ups in the US are led exclusively by men. Through its newly launched Sephora Accelerate programme, part of its new Sephora Stands social impact strategy, the brand fosters early-stage female beauty businesses. It uses a more collaborative and supportive structure to nurture participants and avoids the macho-based competition-style format. The WFFC offers educational grants for young women wanting further training in the industry, and new president Amy Marks-McGee aims to introduce a mentorship programme. At Define Me, Jennifer McKay Wilson gives one dollar from every sale towards She's the First, a not-for-profit organisation that offers scholarships for education to girls in low-income countries. She is keen to empower women and girls through fragrance, and writes blog posts encouraging girls to start their own scent businesses, listing suppliers and networks that can help.



DEFINEME DOLLAR

She's  
the  
First

Define Me Fragrance



Define Me Fragrance