



# 2021



**Best New Fragrance Women's:**  
Tom Ford Beauty, Black Orchid  
Valentino, Voce Viva



**Best New Fragrance Men's:**  
Carolina Herrera, Bad Boy



**Limited Distribution Men's:**  
Byredo, Unnamed Limited Edition



**Limited Distribution Women's:**  
Byredo, Unnamed Limited Edition



**Media Campaign:**  
Playboy, Make the Cover



**Innovation:**  
Floral Street, Scentschool in a Box



**Design & Packaging:**  
Formula 1 Fragrances Engineered Collection



**Interior Fragrance:**  
Diptique, Moonlit Fir



**Independent Fragrance:**  
Floral Street, Arizona Bloom



**Perfume Extraordinaire:**  
Matière Première, Radical Rose



**Newcomer:**  
Nakuna Helsinki



**People's Choice:**  
CHANEL, Coco Mademoiselle Eau Privée



**Readers' Choice:**  
CHANEL, Coco Mademoiselle Eau Privée



**Online Retailer:**  
The Perfume Shop



**Retailer:**  
Harrods



**Ultimate Launch:**  
Armani Beauty, My Way