

Special Advertising Section

# F I F I A W A R D S

NEW YORK CITY • APRIL 7



The 2005 FiFi Awards are a celebration of **fragrance** where stars and style setters gather to honor the world's most sublime **scents**. The ultimate symbol of excellence in the fragrance industry, the FiFi Awards are a red-carpet salute to fashion's most powerful accessory...**perfume**.

Turn the page to discover this year's Nominees,  
as well as Classic Fragrances, Hall of Famers, and New Scentsations.

Experience the glamour of this fragrance fete live on Trend Watch TV.  
Check your local ABC, CBS, NBC, and FOX listings or visit [trendwatch.tv](http://trendwatch.tv).



NOMINEE • WOMEN'S LUXE

---

TRÉSOR L'EAU DE TOILETTE

Like the classic perfume that inspired it, Trésor L'Eau de Toilette from Lancôme evokes romanticism at its purest, but lightens the mood with fruity notes of apricot rose, lilac and blackcurrant. A soft and surprising new fragrance, Trésor L'Eau de Toilette is the lighter side of love.

Special Advertising Section



CLASSIC FRAGRANCE

STETSON

For more than two decades, Stetson has recalled the heroic virtues of the American West for the contemporary man. In a class by itself, this top-selling cologne represents a charismatic ideal of potent masculinity, sexy charm and strong independence. A rich blend of rugged woods and bracing spice, Stetson is a true classic with traditional style.

# SPOTLIGHT ON F I F I

On April 7th in New York City,  
fragrance takes center stage at  
The Fragrance Foundation's 33rd annual FiFi Awards—  
an evening of all-out glamour that celebrates  
the world's most exquisite scents.

## Preview it.

Discover FiFi stars past and present showcased in these pages.

## Watch it.

Don't miss the special red-carpet report live from the FiFi's on Trend Watch TV.  
Check your local listings or visit [Trendwatch.tv](http://Trendwatch.tv).

## Wear it.

Fragrance is a style essential that you can change  
as often as you change your mind or your mood.

## Visit [shopvogue.com](http://shopvogue.com)

Purchase any of the fragrances featured here.

