

**Fragrance Dynamics - Michael Bublé Fine Fragrance 'By Invitation'
Announcement of FiFi Award Win - Readers' Choice for Women Category
Forthcoming launch of Two New Fragrances.**

LONDON – May 19, 2017 – Fragrance Dynamics are delighted to announce that their Michael Bublé “By Invitation” Fragrance has won the UK Fragrance Foundation “Reader’s Choice for Women” Award at their prestigious annual event to celebrate success in the fragrance industry. This follows the tremendous consumer response to ‘By Invitation’ all over the world, the global entertainer’s first fine fragrance for woman, since its launch in August 2016.

Known as the ‘Oscars’ of the industry, the 25th annual UK FiFi Awards 2017 took place at one of the City of London’s most popular venues – The Brewery. The glitzy and glamorous event was attended by over 550 industry guests including a host of celebrities.

‘By Invitation’ was developed following extensive collaboration between global superstar Michael Bublé and leading French perfumer Karine Dubreuil-Sereni.

Following news of the prize, which was won in competition with many of the world’s leading fragrance houses, we are pleased to announce the extension of the product range with a new fine fragrance for men and an additional fine fragrance for women. Further details will be communicated in the coming weeks.

Note to media: perfumer for “By Invitation,” Karine Dubreuil, along with Mike Edwards, Fragrance Dynamics Managing Director, are available to speak to press. Headshots and biographies are also available for the perfumer.

About Fragrance Dynamics

By Invitation has been developed by Fragrance Dynamics in conjunction with Michael Bubl  and Karine Dubreuil-Sereni. Fragrance Dynamics is based in the UK. Its founders were responsible for some of the industry's biggest fragrance successes. The team began their career in the fragrance industry in 1982 with Le Jardin de Max Factor and more recently worked on scents for One Direction and Cristiano Ronaldo.

www.fragrancedynamics.com

About The Fragrance Foundation

The mission of Fragrance Foundation UK is to expand the appreciation, enjoyment, use and sale of fragrances amongst all people.

Fragrance Foundation UK is a non-profit making educational organisation setting standards of excellence for the fragrance industry in the UK. The Foundation is the definitive source of generic information on fragrance and the sense of smell whether it is educational, historical or cultural.

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For more information on Michael Bubl :

www.michaelbubleperfume.com

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