



# The Perfumed Plume Awards™ for Fragrance Journalism.

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*On the scent of the world's top stories.*

NEW YORK, NEW YORK, USA, December 6, 2017 /EINPresswire.com/ -- In a world full of outsize, mega-awards for movies, plays, music, science and politics, there is always room for recognition on a smaller, more intimate scale that can draw the attention of a wider audience while appealing to a core group of established fans. Such is the mission of the Perfumed Plume Awards™ For Fragrance Journalism.

Co-founded by Mary Ellen Lapsansky and Lyn Leigh, experienced fragrance industry insiders and devotees of scent in all its forms, the Perfumed Plume Awards™ is dedicated entirely to recognizing the talented writers of creative, engaging, enlightening stories about the art and craft of fragrance.

The awards celebrate stories that offer an inside view of the cultural, historical, scientific and personal approaches to fragrance design and what it takes to create an evocative scent. Stories that illuminate why some fragrances can instantly evoke memories of a person, time or place. Stories that uncover the secrets of the perfumers' art & alchemy taking the reader on a journey to a world of fragrant discoveries.

Now in its 3rd year, previous award winners include writers from mainstream media such as The New York Times and Elle magazine to online specialist fragrance bloggers and digital magazines such as CaFleureBon, Temporary Art Review, UK-based Basenotes, Colognoisseur, Fragrantica and Berlin-based Scentury. Not to forget a special book category. The reach of these highly individualistic talents is gaining traction to an ever expanding audience interested in learning more and delving deeper into the fascinating world of fragrance

[How to win an award for writing about fragrance?](http://www.perfumedplume.com) Go to [www.perfumedplume.com](http://www.perfumedplume.com) and review the deadline and criteria. Read some of the stories that won in 2016 and 2017. "To write about fragrance is easy; one has only to mine the hundred-and-one press releases that land on a journalist's desk. To write intelligently, originally and passionately about the emotion of perfume, the experience of fragrance, ah ... that is the challenge!" Michael Edwards, fragrance expert, author "Fragrances of the World®" guidebook and respected industry ambassador.

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