

# SUE PHILLIPS

## International Fragrance Expert



Sue Phillips, President *Scenterprises Ltd*<sup>™</sup> has had a distinguished career in the Cosmetic and Fragrance Industry, and has held senior positions at Elizabeth Arden, Lancôme, Paris and Tiffany & Co., where as Vice President of Marketing, she developed and launched the first Women's and Men's Fragrances, TIFFANY and TIFFANY FOR MEN throughout USA and International Markets.

Phillips formed SCENTERPRISES<sup>™</sup> a global marketing & branding company in 1990 and has developed innovative fragrances for companies such as Avon, Banana Republic home products, Bath & Body Works, Burberry, Trish McEvoy, Origins and others. Sue's company, [www.scenterprises.com](http://www.scenterprises.com) also presents Custom Perfume Seminars & Workshops and multi-'scentsory' events for Corporate Teambuilding, Customer Appreciation Programs, Bridal Events and Perfume Parties. These are fun, interactive, innovative, informative and creative, and listed as one of the BEST places to create your OWN perfume by CBS! <http://preview.tinyurl.com/883ols2> Sue recently launched THE SCENTARIUM<sup>™</sup>, NY's newest perfumery!

Celebrity Clients, Event & Wedding planners and many others have all created Custom Scents with Sue Phillips. Interestingly, 40% of her clients are men who prefer to meet with Sue Phillips for a scent consultation, rather than shopping for fragrance at Department stores.

Sue has been the Spokesperson for P&G's Downy Infusions, and is a compelling Speaker and Presenter on the magical and mysterious world of Scent. Sue has been guest speaker at The Luxury Marketing Council, HBA Global Expo, Household Cleaning Products Conference, The National Arts Club, and others, and has written articles and blogs for beauty and lifestyle magazines. Sue is penning a novel about the competitive and exciting world of Scent!

Sue regularly appears on TV and is also the Adjunct Professor of Fragrance Development at LIM College – where Business meets Fashion and previously been the Adjunct Professor at the *Fashion Institute of Technology (FIT)* for 5 years.

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