



Following the success of Black XS and 1 Million, which set a worldwide sales record for men's fragrance, Paco Rabanne's third pillar, Invictus launched mid 2013 has proven its own worth by adding another gong to its growing collection of awards.

At the 22nd French FIFI Awards held 10 April, Paco Rabanne swept the board for masculine fragrances in selective distribution. Voted in by industry professionals, Invictus won in all three of the categories recognising creativity and innovation: best fragrance, designed by IFF; best bottle, designed by Cédric Ragot; and best advertising campaign by the agency Mazarine Mademoiselle Noï.

Across Europe there has been further recognition: in Italy the fragrance won the Beauty Business Award for ad campaign of the year and best packaging; in Spain, the Academia del Perfume awarded it the title of best men's fragrance; and in Russia, it picked up a prize for best bottle design from Men's Health Magazine.

Plaudits have also been given by the travel retail industry with The Moodie Report declaring Invictus Product Launch of the Year 2013. Earlier this month the fragrance also scooped Most Innovative New Product at the DFNI Asia/Pacific Awards for travel retail excellence in Singapore.