



ASIA PERFUME FOUNDATION



Frequently Asked Questions

Q. Do I have to pay a registration fee to participate in the APF Asia Perfume Awards?

A. Yes. For the 2026 APF Asia Perfume Awards, the registration fee is USD 50 per entry (non-refundable). If you submit one entry in the Emerging Perfume Brand Category and another in the Niche Perfume Brand Category, the total registration fee will be USD 100.

Q. What do I have to do to submit?

A. To submit your entry, please follow these steps:

- 1. Choose the category you wish to participate in.**
- 2. Complete the payment.**
- 3. Fill out the submission form.**

Only one entry is accepted per category.

For each entry, you must also send us a complete perfume product with full packaging (minimum 30ml) to the address below:

**Asia Perfume Foundation
Room 1019-1020, 10/F, Beverley Commercial Centre,
87-105 Chatham Road South, Tsim Sha Tsui, Kowloon
Hong Kong**

**Contact: Mr. Gary Chin
Phone: (852) 2765 0875**

Note: If you participate in multiple categories (for example, both the Emerging Perfumer Category and Emerging Perfume Brand Category), you must send one complete perfume product (min. 30ml) for each category. Participating in all four categories requires four separate products.

Q. Can I participate and send more than one perfume product for each category?

A. No. Only one sample per category is allowed.

For example, if you participate in the Emerging Perfumer Category and submit three perfume products, only one will be judged. No refund will be issued for the additional samples.

Q. If I am new to the award and do not know the rules, what should I be aware of before participating?

A. If you are new to the competition, please note that the APF Asia Perfume Awards has four distinct categories. Each category has its own specific eligibility criteria. Below is a summary to help you understand the requirements:

Emerging Perfumer Category

- Open to perfumers with 5 years or less of professional experience.
- Open to perfumers who have never won an international perfume award at the time of submission (finalist status is not considered a win).
- Open to perfumers who create original fragrances for business projects, organizational clients, or perfume brands (fragrances made for personal use or dupes are not accepted).
- Open to perfumers who were born in the Asia-Pacific (APAC) region, or are currently living in APAC, or are from a non-APAC background but creating a fragrance inspired by APAC ingredients, heritage, or culture.
- The submitted perfume must be an original creation completed within the last 5 years.

Niche Perfumer Category

- Open to all perfumers with no restrictions on years of experience or previous awards.
- Open to perfumers who create original fragrances for business projects, organizational clients, or perfume brands (fragrances made for personal use or dupes are not accepted).
- Open to perfumers who were born in the Asia-Pacific (APAC) region, or are currently living in APAC, or are from a non-APAC background but creating a fragrance inspired by APAC ingredients, heritage, or culture.
- The submitted perfume must be original with no restriction on when it was created. However, it has to be selling in the commercial channels or market.

Emerging Perfume Brand Category

- Open to perfume brands that launched their first perfume within the last 5 years.
- Open to perfume brands that have never won an international perfume award at the time of submission (finalist status is not considered a win).
- Open to perfume brands that create unique, original formulations (dupes are not accepted).
- Open to perfume brands founded in any Asia-Pacific (APAC) country, or those working with independent APAC perfumers, composition houses, or concepts inspired by APAC ingredients, heritage, or culture.
- The submitted perfume must be an original creation completed within the last 5 years.

Niche Perfume Brand Category

- Open to all perfume brands with no restrictions on founding year or previous awards.
- Open to perfume brands that create unique, original formulations (dupes are not accepted).
- Open to perfume brands founded in any Asia-Pacific (APAC) country, or those working with independent APAC perfumers, composition houses, or concepts inspired by APAC ingredients, heritage, or culture.
- The submitted perfume must be original with no restriction on when it was created. However, it has to be selling in the commercial channels or market.

Note: If the judging panel has any doubts regarding the eligibility of your entry, you may be asked to provide supporting evidence.

Q. If I have participated and won before, what should I be aware of?

A. Past winners of a specific category cannot re-enter the same category in future editions of the awards. For example, the winner of the Emerging Perfumer Category in 2025 cannot participate in that same category again in 2026. However, you may participate in other categories, such as the Niche Perfumer Category.

Q. If I have participated and became a finalist before, what should I be aware of?

A. Past finalists may participate again in the same category, provided they still meet all eligibility requirements. However, the perfume submitted for judging must be a new fragrance. For example, if you were a finalist in 2025 with Perfume A, you cannot submit Perfume A again in 2026.

Q. If I participated but did not reach the finalist stage, what should I be aware of?

A. You are welcome to submit again. You may enter with the same perfume or a new one. Good luck!

Q. What are the judging criteria?

Preliminary Panel

Preliminary judges will evaluate and comment on each perfume as well as the perfumer or perfume brand based on the following criteria:

- Aesthetic of the perfume product and packaging design
- Storytelling through the fragrance (how well the scent reflects and conveys its narrative)

Expert Panel

Expert judges will evaluate and comment on each perfume as well as the perfumer or perfume brand based on the following criteria:

- Technical performance of the perfume (longevity, sillage, complexity, and overall composition)
 - Competence of the perfumer or brand
 - Representation of Asia-Pacific through scent (how authentically and creatively the fragrance captures the essence, culture, or spirit of the Asia-Pacific region)
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Q. I am a new perfumer. Can I participate in both the Emerging Perfumer Award and the Niche Perfumer Award?

A. Yes, you can participate in both categories. However, please note that you must submit a different perfume for each category, along with completing a separate entry form and payment for each.

Q. I am a perfumer who has previously won an international award. Can I participate in both the Emerging Perfumer Award and the Niche Perfumer Award?

A. No. If you have previously won an international award, you are not eligible for the Emerging Perfumer Award. You may only participate in the Niche Perfumer Award.

Q. I am a perfumer with 3 years of experience and have not won any international awards before. Can I participate in both the Emerging Perfumer Award and the Niche Perfumer Award?

A. Yes, you can participate in both categories. As long as you have not previously won any international awards (finalist status is not considered a win), you remain eligible for the Emerging Perfumer Award. You are also welcome to enter the Niche Perfumer Award by submitting a different perfume, along with a separate entry form and payment for each category.

Q. I am a perfumer with 6 years of experience and have not won any international awards before. Can I participate in both the Emerging Perfumer Award and the Niche Perfumer Award?

A. No. With more than 5 years of experience, you are no longer eligible for the Emerging Perfumer Award. You may only participate in the Niche Perfumer Award.

Q. I am a perfume brand owner and also the perfumer for my brand. Can I participate in all four categories (Emerging Perfumer Award, Emerging Perfume Brand Award, Niche Perfumer Award, and Niche Perfume Brand Award)?

A. Yes, you can participate in all four categories, provided you meet the eligibility criteria for each. Please note that you must submit a different perfume for each category you enter, along with a separate entry form and payment per category.

Q. I am a perfume brand owner who engaged a perfumer to create a perfume for my brand. My brand was founded in 2015, but my perfume series was first launched in 2022. My brand has never won any international perfume brand award. Can I participate in both the Emerging Perfume Brand Award and the Niche Perfume Brand Award?

A. Yes, you can participate in both categories. Even though your brand was founded in 2015, the key factor is the launch date of your perfume series (2022). Since your perfume line is less than 5 years old and your brand has never won any international awards, you meet the eligibility criteria for both the Emerging Perfume Brand Award and the Niche Perfume Brand Award. Please remember to submit a different perfume for each category, along with a separate entry form and payment.

Q. I am a perfume brand owner who engaged a perfumer to design a perfume for my brand. My brand was founded in 2018 and has been selling perfumes since then. My brand has never won any international perfume brand award. Can I participate in both the Emerging Perfume Brand Award and the Niche Perfume Brand Award?

A. No. Since your brand was founded in 2018 and has been selling perfumes for more than 5 years, you are not eligible for the Emerging Perfume Brand Award. You may only participate in the Niche Perfume Brand Award.

Q. I am a perfumer born in India, but I moved to Italy in 2017. Can I participate in the Award?

A. Yes, you are eligible to participate.

Q. I am a perfumer born in California and currently living in the United States. Can I still participate?

A. Even if you were not born in the Asia-Pacific region and do not currently live there, you are still eligible to participate if your perfume creation is inspired by Asia-Pacific ingredients, heritage, or culture.

*****Please note that all the perfumes submitted must be original****
**** you can not enter with a duplicate or dupe of a pre-existing perfume*****

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