

Glossary

Authorized retailer	A retailer accepted by a fragrance house as providing the conditions appropriate to the retailing of its products.
Bath and body products	Products such as soap, talc, shower gel, body lotion and deodorants which are included in many ranges of fine fragrance brands. These products are outside our terms of reference.
Copycat fragrances	See replica fragrances .
Domestic retailers	UK retailers excluding duty-free shops .
Drugstores	Shops selling a range of health and beauty products and toiletries, including over-the-counter medicines but not medicines dispensed on prescription.
Duty-free shops	Shops, situated in airports or ports, or on board ships, which sell goods free of duty and tax to travellers taking flights or sea journeys to other countries.
EDC	Eau de cologne-fragrance containing 1½ to 4 per cent concentration of essence .
EDP	Eau de parfum or parfum de toilette-fragrance containing 8 to 15 per cent concentration of essence .
EDT	Eau de toilette-fragrance containing 4 to 8 per cent concentration of essence .
Enseigne	See shop name .
Essence	The fragrant ingredients to which alcohol and/or water is added to make fragrances.
Fragrance house	A manufacturer of fine fragrances and/or its appointed wholesale distributor.
Gift with purchase (GWP)	The offer of a free gift with the purchase of a fragrance product. This may be an unrelated product or a product from the same fragrance brand, eg a bath product.
Grey market	Trade in fine fragrances outside the selective distribution network of authorized distributors and retailers supplied by the fragrance houses .
Parfumeur	A creative perfumer (also known as a blender) who designs a fragrance by selecting and blending essences .
Perfume	A fragrance containing 15 to 40 per cent concentration of essence .
Purchase with purchase (PWP)	Similar to gift with purchase , but instead of a free gift the offer is of another product (eg cosmetics) at a reduced price.
Reference brands	The brand names, eg Anaïs Anaïs and Eternity, under which reference products are marketed but also usually some non-reference products, in particular bath and body products .

Reference products	Perfumes (otherwise known as concentrates), EDP , EDT , EDC and aftershave lotions which are supplied to retailers at a resale price exceeding £15 per 50 millilitres.
References	See SKUs .
Replica fragrances	Low-priced fragrances which try to imitate particular fine fragrance brands in the design of the packaging, the brand name and sometimes in their scents. Also known as copycat fragrances .
RRP	Recommended resale prices.
Shop name	The reputation and image attaching to a retail trader's name. The YSL selective distribution contract approved by the EC Commission requires that, for a retailer to be authorized, its trading name, style and reputation should be compatible with the prestige of the YSL brand name; the Givenchy contract has a similar provision. The French word <i>enseigne</i> , which means the sign attached to the front of a shop, is also used to describe this concept.
SKUs	Stock-keeping units: individual product lines, for example 50ml EDT natural spray, 7.5ml perfume spray. Also known as references .