



VICTORINOX

FOR IMMEDIATE RELEASE



VICTORINOX SNOW POWER FRAGRANCE NOMINATED FOR 2011 FiFi®

Monroe, CT – April, 2011 – Victorinox announces its nomination as a finalist for a prestigious FiFi® Award with the Victorinox Snow Power fragrance. Nominated in the category of Fragrance Of The Year / Specialty Luxe – Men’s, this is the second nomination for a Victorinox fragrance. In 2010 Victorinox Swiss Unlimited took home the FiFi® for Technological Breakthrough of the Year in the Packaging Technology & Delivery Systems category for its original scent.

Snow Power launched in October, 2010 as part of a limited-edition collection featuring Snow Flower, a companion fragrance for women. This was the first time Victorinox introduced a women’s fragrance to the Victorinox Swiss Unlimited family.

Victorinox Swiss Unlimited fragrances capture the feeling of crisp winter mornings in Switzerland, encapsulating the freshness found in the country’s snowcapped mountains, majestic glaciers, flowering meadows and glistening lakes. The unique Victorinox Snow Flower and Snow Power fragrances express winter’s most wonderful moments, while offering textured packaging, a twist on/off-system to prevent cap loss and an attached carabineer for carrying ease.

The scent of Snow Flower unites freezing white snow with a warm nose of orris, vanilla and woods. Snow Power unites vetiver and cedarwood likened to the scent of fresh wood crackling in the fireplace.

Victorinox Snow Flower and Snow Power are available exclusively at Bloomingdales for \$55 MSRP each in a 30ml/1oz size. For more information on Victorinox fragrances, please visit www.swissarmy.com/fragrance.

The winners will be announced at the FiFi® Awards & Celebration on May 25th. For more information on the FiFi® Awards, please visit <http://www.fragrancefoundation.org/fifi.php>.

About Victorinox

Victorinox produces and sells unique, high quality products worldwide which are of practical use in differing areas of life: Swiss Army Knives, Cutlery, Timepieces, Travel Gear, Fashion and Fragrances. The head office of the company is in Ibach, Schwyz, in the heart of Switzerland. This is where the founder of the company Karl Elsener first set up his cutler’s business in 1884 and, a few years later, designed the legendary “Original Swiss Army Knife”.

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