

# Five fascinating new fragrance finds from Sniffapalooza 2013

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You might think that nothing tops the fanaticism of Justin Bieber's fans - but then you haven't been to a [Sniffapalooza](#) event. Launched in 2004, [Sniffapalooza](#) is a group of [fragrance](#) aficionados whose devotion to the latest and the best in the fragrance industry rivals the adulation heaped upon any teen idol.

Witness the recent [Sniffapalooza](#) "Spring Fling" 2013, where more than 140 fragrance-obsessed scent enthusiasts converged upon Manhattan for an olfactory-intense weekend of [perfume](#) debuts, presentations, master classes, and fragrance events.

Throughout the weekend, [Sniffapalooza](#)'s dedicated fragrance addicts tramped en masse through midtown, from Bergdorf Goodman to Henri Bendel and on to The Plaza Shops at The Plaza Hotel, and onward to Lord & Taylor, before heading downtown for an all-day program that included stops at Osswald, Molton Brown, Le Labo, Atelier, Diptyque, and Nars.

Sniffapalooza is helmed by "[Team Karen](#)," the dynamic Karen Dubin and Karen Adams who annually host "Spring Fling" and "Fall Ball," as well as an annual Sniffapalooza fragrance odyssey to hallowed scent destinations such as Grasse, Lisbon, Barcelona, London, Florence, and Paris. This year's

[Sniffapalooza journey](#) is scheduled for September in Zurich, Switzerland, home to fragrance temple, [Osswald Parfumerie](#).

Enthusiasm begets respect and [Sniffapalooza](#) has served on various fragrance industry panels, including The Fragrance Foundation's breakfast series and the HBA Global Expo. Speakers at Sniffapalooza "Spring Fling" 2013 included Amy Marks-McGee of [Trendincite](#) who spoke about upcoming olfactory trends. According to Marks-McGee, 2013 is going to be a sugar rush with honey as a "buzz ingredient" and fruit flavors such as apricot and cherry.

Here's a [list](#) of five fascinating fragrances that captivated the cognoscenti at [Sniffapalooza](#) "Spring Fling" 2013.