



2024 Judges

Launched in the UK in 1990 the Jasmine Awards are recognised as the most prestigious journalistic awards in the beauty industry. They recognise and reward the talents of journalists & visualisers whose difficult task it is to translate the complex art of perfumery into words and pictures.

A new panel of judges is recruited annually and includes experts from the worlds of journalism, literature, fashion, lifestyle, PR and fragrance consultancy. The panel is chaired by an expert in the fragrance industry.

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Catherine Mitchell, Chairman of the Judging Panel



There are two reasons Catherine Mitchell has been our Head Judge for the past six years - she is committed to raising the bar for quality and creativity and exudes more passion than anyone we know. In a career spanning three decades with International Flavours and Fragrances (IFF), a global leader in the creation of fragrance, biosciences and sensorial experiences, Catherine worked across all elements of the business, across multiple continents. She is an ardent advocate of education and communication to inspire today's creators, consultants and consumers and ultimately unleash the next generation of talent. Catherine has been a Board Director of The Fragrance Foundation since 2012 and became Vice Chair in 2023.

Ashley commenced her professional journey at Burberry HQ in London, where she contributed to internationally renowned Special Project campaigns. Subsequently, she joined Elite Model

Management, on the Women's and Special Bookings Board working with both established and emerging Models and Talent.

Having provided consultancy services for various agencies, she played a pivotal role in Casting and Branding Partnership initiatives; including securing Talent for advertising campaigns for brands such as Ivy Park and Fay. During her time in Los Angeles, she worked with global Musicians, Models and Actors where she secured commercial deals for renowned brands such as Fenty Beauty, MCM, Revlon and MAC Cosmetics. Currently based in

Los Angeles and London, Ashley is an esteemed industry professional with over 14 years of experience. Ashley, the Founder behind the candle brand Ya Thamani, draws inspiration from life experiences and how fragrances can evoke intricate emotions and memories. Her mission is to create a beautiful atmosphere for any space through decor and scent, crafting this vision one candle at a time.

Ashley Gianna Hallett



Veronica Henry

Veronica Henry has always been involved in storytelling, from her first job typing scripts for The Archers to being writer-in-residence on the Venice-Simplon Orient Express. She was a scriptwriter for many years, working on some of our best-loved dramas including Heartbeat and Holby City. She has written over twenty novels, all published by Orion. She lives on the North Devon coast where she loves walking on the beach, swimming in the sea or watching the sun set with a killer negroni.



Emma is a comedian, Internet friend to 119K, and the host of the #1 charting fragrance podcast Perfume Room where she's interviewed everyone from Master Perfumer Olivier Cresp to legendary comedian Margaret Cho. With a passion for fragrance and a prior career in matchmaking, in 2020, Emma began matching people with fragrance, and the rest, as they say, is history. More than just a lover and collector, Emma has refined her olfactive knowledge through courses with Cinquième Sens and continues to hone and showcase her skills as the founder of Perfume Room Smell Club—a community offshoot of her podcast. Now hundreds of members deep, she describes Smell Club as 'a book club, but for scent' — a (virtual) place for the fragrance-curious and fragrance-obsessed to mingle, smell, learn and explore. In partnership with LuckyScent, Emma curates custom sample packs that change monthly according to theme. Emma also does consulting with clientele in everything from fragrance development, to social media expertise and strategy, consumer insights, and custom fragrance styling and has been featured in the NYTimes, New York Post, Time Out New York, Pix11 News, NY Comedy Festival, Shape Mag, WSJ, InStyle, Esquire, Hypebae, NYLON, Highsnobiety, The Fragrance Foundation (US & UK), Fragrantica, and many podcasts.

Emma Vernon



Sean Ghouse



Sean Ghouse is the UK Retail Director for Fortnum & Mason, with a career in Retail which began almost 30 years ago, working part time in menswear brand Ciro Citterio on Regent Street, whilst attending university completing a BA honours in Human Resource Management & Psychology at Southbank University. Sean's passion for product, customers and people management developed at Harrods where he was responsible for their Men's Formal Wear. His career went on to include spells as Area Manager, Menswear at Selfridges, before joining NikeTown London as their General Manager. Several senior Retail roles followed as he joined Matches Fashion.com, before heading up Retail for Dunhill's flagship in Mayfair. He was also Head of Customer Experience at Watches of Switzerland, Store Director for LVMH, and after running his own consultancy briefly-to take time off for the birth of his son - he joined Fortnum & Mason. A committed people person, he is passionate about the next generation of retail talent in the UK and works to promote the industry whenever possible. He describes working for Fortnum's as 'the greatest privilege' and is an integral part of the team working on their innovative 5-year strategy. Sean is also a dedicated family man, and has held numerous roles within the industry including as a: Retail Trust Ambassador; Felix and Centrepoint champion, Black Business Institute Advisory Board Member; Board Member for the Cheapside Business Alliance; Chairman of the Jermyn Street Association; Walpole Ambassador, and; London Business School Mentor.

Michael Edwards is a fragrance taxonomist, historian and the founding editor of *Fragrances of the World*, the authoritative guide to perfume classification. His works pioneered the critical scholarship of the history of perfume. During a career spanning more than forty years, he and his team have classified and matched over 50,000 fragrances, family by family, scent by scent. “Michael has created a common language for fragrances,” declared Puig, the Spanish giant that owns such brands as Paco Rabanne, Jean Paul Gaultier and Byredo. Luca Turin, the renowned critic, called his work “the perfumery equivalent of Linnaeus’s *Systema Naturae* (1735). It is both a book of history and a piece of history in itself. But it is also a map, the only one in existence, which lets everyone, beginner or pro, set out into the mysterious world of perfume.” The history of modern fragrance fascinates Michael. He is the author of *Perfume Legends II*, the seminal book that traced the evolution of French fragrances. For the first time, perfumers spoke openly about their work and the sources of their inspiration. “There is no other book like it,” wrote the celebrated perfumer Edmond Roudnitska (*Eau Sauvage*). In April 2024, *American Legends*, its companion volume, will be released in New York and later at the World Perfumery Congress. With a foreword by Leonard A. Lauder, the book traces the evolution of American fragrances from 1752 until today.

Michael Edwards



Georgia Toffolo



Georgia Toffolo is a broadcaster and TV personality. She has been a firm favourite with the public right from the start of her TV debut, *Made in Chelsea*, all the way to winning over the hearts of *I’m a Celebrity Get Me Out of Here* fans by being crowned Queen of the Jungle in 2017. With a combined social following of over 2 million, Georgia has been able to amalgamate the influencer world with her broadcasting career and has thus created a wonderfully loyal audience. Georgia is also the founder of Visionary Talent Agency who are on a mission to revolutionise the talent industry with an approach more real, more honest, and more human. Georgia dived into the world of fiction and recently published her 4th novel “Meet Me at the wedding” with publishing house Mills and Boon. This series of four books follows a group of lifelong friends and bringing personal anecdotes to life with humour and charm. Georgia also started a book club with the aim to create an online community of like-minded readers. Having witnessed the power of reading and the meaningful connections it can create through its stories and characters. Georgia firmly believes in the power of community and the importance of interesting, uplifting and at times difficult conversations – particularly around female protagonists – that can emerge from reading encouraging the reader to join the conversation across social media and be part of a fun & empowering community! Georgia resides in London with her beloved Cavalier, Monty and has recently started a new adventure called ‘Wild Pack’, a dog food that was invented after her beloved pet Monty charged into her life!