FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Howell Henry W Jr</u>									er or Trading AL FLA			(Che	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
						FRAGRANCES INC [IFF]								V Directo	r		10% Ov	vner	
(Last) (First) (Middle)						3. Date of Earliest Transaction (Month/Day/Year)								Officer below)	(give title		Other (s below)	specify	
521 WEST 57TH STREET						05/08/2010													
(Street)					4. If <i>i</i>	4. If Amendment, Date of Original Filed (Month/Day/Year)								6. Individual or Joint/Group Filing (Check Applicable Line)					
NEW YORK NY 10019												X Form filed by One Reporting Person Form filed by More than One Reporting							
(City)	(5	state)	(Zip)		_									Person					
		Tal	ole I - Non-	Deriva	ative	Se	curitie	es Acc	quired, D	isp	osed o	f, or Ber	eficiall	y Owned					
1. Title of Security (Instr. 3) 2. Transac Date (Month/Date)					Execu- eay/Year) if any		2A. Deer Execution if any (Month/D	on Date,	Transaction Disposed Code (Instr. 5)		ties Acquired (A) or I Of (D) (Instr. 3, 4 a		5. Amour Securitie Beneficia Owned F	es For ally (D) collowing (I)			7. Nature of Indirect Beneficial Ownership		
									Code V		Amount	(A) or (D)	Price	Reported Transact (Instr. 3 a	tion(s)			(Instr. 4)	
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																			
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Da if any (Month/Day/Y	Co	ansact ode (In:		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisa Expiration Date (Month/Day/Yea		e Amount of		f g Security	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s		10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4	Beneficial Ownership (Instr. 4)	
				Co	ode \	v	(A)	(D)	Date Exercisable		Expiration Date	Title	Amount or Number of Shares		(Instr. 4)				
Restricted Stock Units	(1)	05/08/2010		1	D			1,931	05/08/2010	0	05/08/2010	Common Stock	1,931	\$0	0		D		
Stock Equivalent Unit	(2)	05/08/2010		1	A		1,931		(3)		(3)	Common Stock	1,931	\$0	16,15	5	D		

Explanation of Responses:

- 1. The Restricted Stock Units convert to Common Stock on a one-for-one basis.
- 2. The Stock Units ("Units") convert to Common Stock on a one-for-one basis.
- 3. The reporting person is receiving 1,931 Units resulting from the deferral of 1,931 RSUs granted under the Non-Employee Director Compensation Program which vested on May 8, 2010. The Units are being deferred until retirement or other termination of directorship. The Units are payable in Common Stock at the end of the deferral.

Remarks:

By: Jodie Simon Friedman, attorney in fact

05/10/2010

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.