



UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

DIVISION OF  
CORPORATION FINANCE

Mail Stop 4631

August 8, 2016

Via E-Mail

Oscar E. Marina  
Executive Vice President, General Counsel and Secretary  
Elizabeth Arden, Inc.  
880 Southwest 145<sup>th</sup> Avenue, Suite #200  
Pembroke Pines, Florida 33027

**Re: Elizabeth Arden, Inc.  
Preliminary Proxy Statement on Schedule 14A  
Filed July 11, 2016  
File No. 001-06370**

Dear Mr. Marina:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Pamela Long

Pamela Long  
Assistant Director  
Office of Manufacturing and  
Construction

cc: Michael J. Aiello  
Weil, Gotshal & Manges LLP