



JO MALONE  
LONDON

Jo Malone London introduces Tom Hardy  
as ambassador for Cypress & Grapevine  
Cologne Intense

#### Tom Hardy for Jo Malone London

Tom Hardy is known for his prolific performances on stage and screen. As a bold creator of character, Tom is perfectly placed to helm Jo Malone London's global campaign for Cypress & Grapevine Cologne Intense.

#### The Campaign

For the one who savours surprise. The exceptional and the contradictory. Chance encounters, mysterious coincidences and unforeseen change. It's all welcome. Because it all belongs.

#### The Scent

Cypress & Grapevine Cologne Intense is refined, distinctive and bold. The aromatic notes of cypress trees unite with the warmth of grapevine and the sensuality of amber. A fresh and woody scent that leaves a lasting impression.

Top: Cypress

Heart: Grapevine

Base: Amber





'It has been a privilege and great joy to collaborate with Jo Malone London on this campaign. What started as a shared connection and passion over similar philanthropic pursuits has since evolved into a wonderfully rewarding creative partnership, rooted in a shared commitment to making a long-term positive impact. It was a wonderful experience to work alongside such a brilliant team, helping to create a film that not only challenged us to visualise fragrance in new ways but was also evocative of the London we love - a city that embodies the exceptional and the contradictory in all its brilliance.'

Tom Hardy

'Tom is undeniably a huge talent. He is intelligent, compassionate, generous and thoughtful. But it was his willingness to be involved beyond being just a face of a campaign that really struck us. This is a true partnership that celebrates both the roots of Jo Malone London and Tom's hometown. We have come together as creatives to challenge the perception of fragrance advertising, alongside having a real affinity with our shared values of mental health, continuing to spotlight the importance of taking the conversation further. It is a true privilege to have Tom as part of the Jo Malone London family.'

Jo Dancey, Senior Vice President/Global General Manager  
Jo Malone London

#### The Collection

Cypress & Grapevine Cologne Intense 50ml €132

Cypress & Grapevine Cologne Intense 100ml €188

For further press information, please contact  
[cristina@mmsby.com](mailto:cristina@mmsby.com)

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