JO MALONE

L O N D O N

Introducing the new blossoms collection from Jo Malone London

May 2019

Prepare to be transported to an otherworldly realm steeped in colour, where blossoms burst through like beams of light. Unfurling with a fresh lightness and infusing the air with scent...

Jo Malone London introduces a new blossoms collection, available for a limited time only. Dressed in a rainbow of ombre designs, the line-up is comprised of longed-for Star Magnolia and Silk Blossom, long-loved Orange Blossom and the radiant new Frangipani Flower. As well as Colognes in each scent, the collection also sees the return of the coveted Star Magnolia Hair Mist. Silk Blossom has been transformed into a tempting Candle and Orange Blossom comes in a Hair Mist and a Diffuser for the very first time.

"Blossoms have such a happy feel. There's a sparkle and a luminosity to them. When we choose different ones to return each year - this time, we wanted to play with our previous limited editions while also celebrating one of the blossoms in our regular line-up. So, there's Silk Blossom, Star Magnolia and Orange Blossom as well as the new Frangipani Flower - they all work really well together as a blossom family."

Céline Roux, Head of Global Product Development

Each scent in the blossoms collection can be worn alone or layered with another to create a unique combination. Jo Malone London recommends spritzing a Cologne on pulse points, then following with a touch of complementing Hair Mist through the hair. Here are two pairings that are truly out of this world...

Suggested retail price
- Frangipani Flower: 100 ML € 114 // 30 ML € 57
- Star Magnolia: 100 ML € 114 // 30 ML € 57 // Hair mist € 48
- Silk Blossom: 100 ML € 114 // 30 ML € 57 // Home candle € 54
- Orange Blossom: Hair mist € 48 // Diffuser € 80

Available from May 2019 at all Jo Malone Counters
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