

A photograph of a garden scene. In the foreground, a white table is set with a blue ribbon tied in a bow. On the table, there are several Jo Malone London cologne bottles arranged in two rows. The top row has two bottles: 'Orange Peel Cologne' and 'Rose Blush Cologne'. The bottom row has three bottles: 'Tangy Rhubarb Cologne', 'Blackberry & Bay Cologne', and 'Elderflower Cordial Cologne'. To the left of the bottles are a pink rose and a slice of orange. To the right is a pink cake on a glass stand. In the background, there are green bushes, a black metal fence, and a string of white and blue bunting flags against a clear blue sky.

JO MALONE

LONDON

Orange Peel
Cologne
© Jo Malone Limited
Dist. London, England
1FL OZ./OZ. 1.14/30 ML

Rose Blush
Cologne
© Jo Malone Limited
Dist. London, England
1FL OZ./OZ. 1.14/30 ML

Tangy Rhubarb
Cologne
© Jo Malone Limited
Dist. London, England
1FL OZ./OZ. 1.14/30 ML

Blackberry &
Bay Cologne
© Jo Malone Limited
Dist. London, England
1FL OZ./OZ. 1.14/30 ML

Elderflower
Cordial Cologne
© Jo Malone Limited
Dist. London, England
1FL OZ./OZ. 1.14/30 ML

Jo Malone London celebrates all the fun of the fete with a new collection

Introducing a new limited-edition collection from Jo Malone London, inspired by nostalgic scenes and marmalade dreams.

Sun shines, families gather, brightly coloured bunting flutters gently in the breeze. Jars of homemade jams and marmalades sit on gingham tabletops. The warm air is infused with scents of summer: elderflower, blackberry, and rose, and all the fun of the fete.

Tangy Rhubarb

The unmistakable tang of unruly rhubarb plucked from the overgrown garden. Its bright and striking stems fill the bustling kitchen. Rhubarb brings a characterful heart to this eccentric fragrance, complemented by zesty orange and an elegant note of cedarwood.

Rose Blush

Delicate rose petals suspended in a delectable jelly. The charm of these blushing pink petals inspires a prized preserve. Vibrant basil and a juicy note of lychee add a modern twist to this pretty floral scent, cocooned in the comforting embrace of white musk.

Orange Peel

Marmalade making, a most British of traditions. Orange peel simmers on the stove, its zesty aroma and bitter bite tantalising the senses. Warm woods are blended with orange to create a refined, golden fragrance. Quirky natural rhubarb adds an enticing appeal to this fresh take on the classic marmalade.

Elderflower Cordial

Capturing the scent of delicate elderflower buds harvested from the hedgerows on a cloudless morning. The soft, powdery appeal of these tiny white flowers inspire a very British recipe. Complemented by notes of hawthorn and tart, summer-green gooseberries.

All four pair perfectly with Jo Malone London's popular fruity scent, Blackberry & Bay.

Blackberry & Bay

Childhood memories of blackberry picking. A burst of deep, tart blackberry juice, blending with a fresh note of just-gathered bay and brambly woods. Vibrant and verdant.

“Using seasonal fruits to create homemade preserves that you can gift to family and friends seems like such a quintessentially British pastime.”

Celine Roux, Global Head of Fragrance

Natural fruit extracts were created specially for The Marmalade Collection by one of the UK's leading soft fruit processors in Blairgowrie, Scotland. Usually used in the food industry, fruits and berries from local growers are steam distilled into draughts that are added directly to the fragrance. These extracts help to capture the true vibrancy of tart rhubarb and juicy blackberry.

New bottle designs have been created exclusively for this collection, inspired by the shape and detailing seen on vintage marmalade jars.

The full collection:

Tangy Rhubarb 30ml Cologne €59

Rose Blush 30ml Cologne €59

Orange Peel 30ml Cologne €59

Elderflower Cordial 30ml Cologne €59

Blackberry & Bay 30ml Cologne €59

Available as from May 2021 exclusively at Senteurs d'Ailleurs, Parfuma, Inno, Paris8 and online via jomalone.eu and parfuma.com

For further press information or images, please contact

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About Jo Malone London: Since 1994 Jo Malone London has created a palette of exquisitely simple, elegant scents and curated a world where every sense is indulged. Acquired by The Estée Lauder Companies Inc. in 1999, today the brand is internationally known for its unexpected fragrances and distinctly British character.