

A full-page photograph of a person standing on a sandy beach. The person is wearing a wide-brimmed straw hat with long, thin fringes hanging down. They are dressed in a white, sleeveless jumpsuit with a high waist and wide legs. They are also wearing dark-colored sandals. The person is leaning forward, reaching down with their right hand towards a small, light-colored flower growing in the sand. The background shows a calm sea under a clear, pale blue sky. The overall lighting is warm and golden, suggesting late afternoon or early morning. The text 'JO MALONE LONDON' is centered over the person's torso.

JO MALONE
LONDON

A Sardinian summer

Time slows on sunbathed shores. Waves wash over golden sands. As lazy days drift into breezy evenings, a Sardinian love story blossoms. Discover the new Blossoms collection with two limited-edition scents encapsulating an Italian summer.

Inspired by a chance discovery along the coast, Sea Daffodil is a solar floral fragrance, radiant with ylang ylang and rooted in warm vanilla entwined with creamy sandalwood.

Bitter Mandarin captures the spirit of a Mediterranean summer evening: a carefree buzz in the air. Citrus trees line Italian streets and ice-filled glasses clink with a bitter citrus spritz. Vibrant mandarin is deepened with a warm amber note and a pinch of precious orris for an addictive zesty allure.

These scents are joined by Silk Blossom, returning in a cologne and diffuser to tempt the senses. Completing the line-up is an Orange Blossom Hair Mist and a Nectarine Blossom & Honey Diffuser. The lightweight hair mist is formulated with natural argan oil and pro vitamin B5 to help give hair a healthy shine while the diffuser can be used to energise the air with a playful, fruity fragrance.

The collection includes

Sea Daffodil Cologne 50ml €86 - 100ml €120

Bitter Mandarin Cologne 50ml €86 - 100ml €120

Silk Blossom Cologne 50ml €86 - 100ml €120

Orange Blossom Hair Mist 30ml €45*

Silk Blossom Diffuser 165ml €82*

Nectarine Blossom & Honey Diffuser 165ml €82*

Available online at jomalone.eu and in Jo Malone London stores (* only at de Bijenkorf, Senteurs d'Ailleurs, Parfuma, Inno & Paris 8 Luxemburg) from March 2022.

For further press information or images, please contact
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