

JO MALONE
LONDON

Introducing The Highlands collection

A majestic wilderness. Misty moors, heather-clad hills and ancient castles reclaimed by nature. The untamed beauty of the Scottish Highlands inspires a new limited-edition collection.

The scents include:

Melancholy Thistle

Bold and bright Melancholy Thistles guard a long-abandoned castle in the Scottish Highlands. Entwined with a green freshness, this woody aromatic scent is underpinned by coolwood to summon the ivy-covered stone walls inside a majestic relic

Highland Heather

Morning haze across the Highlands fades to reveal a wilderness blanketed by swathes of heather. An amethyst vision captured in a woody scent, enhanced with English lavender and freshened by cypress, grounded in sensual amber.

Mallow On The Moor

Purple mallow flowers spill across an untamed landscape, beckoning bees with their vivid colour. These pretty petals flutter alongside powdery heliotrope in this soft floral scent enriched by the naturality of violet leaves.

Wild Achillea

Golden bundles of wild achillea frame remote ruins alive with nature. Sparkling with bright bergamot entwined with the tangy sting of nettle, the greenness balanced on a base of soft white musk.

Melancholy Thistle can be layered with the other colognes in the collection to enjoy as a Scent Pairing. Try it with Mallow On The Moor to create a floral woody scent that's charming and compelling. Combine with Highland Heather for a wild and bracing, fresh woody scent or with Wild Achillea to enjoy a fresh aromatic scent that's vibrant and enlivening.

In keeping with Jo Malone London's commitment to sustainability, The Highlands collection is manufactured in the UK, with the colognes produced in a location that harnesses solar power and runs on 100% renewable electricity*. The classic cream gift boxes are recyclable and made from FSC-certified materials and at least 70% is recycled materials. Additionally, the iconic cream Jo Malone London shopping bags are crafted from FSC-certified paper, with all parts of the bag excluding the handles recyclable in addition to being biodegradable.

The full collection

Melancholy Thistle Cologne 30ml for € 65

Highland Heather Cologne 30ml for € 65

Mallow On The Moor Cologne 30ml for € 65

Wild Achillea Cologne 30ml for € 65

The Highlands collection will be available at De Bijenkorf, online at debijenkorf.nl, jomalone.eu and in Jo Malone London stores from May 2023

Follow Jo Malone London on Facebook, Twitter, Pinterest and Instagram @JoMaloneLondon #ScentsOfBritain

*Provided by on-site solar array and renewable electricity purchases

For more information, please contact Victoire Klaassen: victoire@mmsy.com, +31 6 432 765 87

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.