



JO MALONE
LONDON

The scent of a new adventure

Plunge into the exhilarating surf of the Celtic Sea. Immersed in the wild waters, every wave carries a fresh minerality. Joining a burst of bergamot, driftwood accord anchors this sea salt-fresh scent. Experience the untamed beauty of the British coast.

Introducing Sea Salt & Bergamot, the new fresh and woody cologne by Jo Malone London. In the same boat as Wood Sage & Sea Salt, it builds on the brand's selection of sea salt-fresh scents inspired by the British coast. While Wood Sage & Sea Salt is set on the windswept shore, Sea Salt & Bergamot is immersed in the wild waters. Customers are invited to discover the stimulating new cologne and explore the edit in-store and online.

Perfumer: Mathilde Bijaoui

Top: Bergamot

Heart: Sea Salt

Base: Driftwood

The collection includes:

Sea Salt & Bergamot - Suggested Retail Price

Cologne 10ml € 28

Cologne 30ml € 75

Cologne 50ml € 105

Cologne 100ml € 150

Wood Sage & Sea Salt- Suggested Retail Price

Room Spray 50ml € 28

Room Spray 100ml € 53

Hand Cream 30ml € 28

Sea Salt & Bergamot Cologne is available as of mid-September 2026 at debijenkorf.be, Douglas and online at douglas.be, ICI Paris XL and online at iciparisxl.be, Inno, Parfuma and online at parfuma.com, Paris 8, Senteurs d'Ailleurs and online at senteursdailleurs.com.

Wood Sage & Sea Salt Room Spray is available as of mid-September 2026 at debijenkorf.be, Inno, Senteurs d'Ailleurs and online at senteursdailleurs.com, and Paris 8.

Wood Sage & Sea Salt Hand Cream is available as of mid-September 2026 and will be exclusively sold at debijenkorf.be.

For more press information, please contact Marie Wauters : mwauters@be.clinique.com

Follow Jo Malone London on TikTok, Instagram, Facebook, X, YouTube, LinkedIn and Pinterest
@JoMaloneLondon #JoMaloneLondon #ScentsOfBritain



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.

JO MALONE
LONDON