

A new collection inspired by wild swimming

The natural beauty of the British Isles is explored in five limited-edition scents. From crystal-clear shallows and bracing waves to hidden forest streams and city lidos, each fragrance captures a unique aquatic experience.

'Wild swimming has a truly universal appeal, and, particularly in our current times, offers just about everyone an accessible experience of freedom in nature. That's something we were all inspired by and tried to celebrate in this collection.' Céline Roux, Global Head of Fragrance

The new scents:

Crystal Campion

The crystal waters of a hidden cove, lined with smooth pebbles and trimmed with dainty campion flowers. The freshness of rose ripples with a note of dewy violets and a hint of juicy blackcurrant.

Forest Moss

A ray of sunlight through the towering trees of the forest, leading the way to a secluded river. The green freshness of juniper entwined with the natural scents of earthy geranium and aromatic moss.

Salty Amber

An exhilarating swim at high tide. Sensual notes of amber and patchouli recall the opaque depths of the sea, contrasting with the impression of salty sea water and the energetic freshness of cardamom.

Aqua Lemon

Diving into the bright blue of the open-air pool for a morning swim, a citrus freshness in the air and city sounds in the distance. A refreshing burst of mandarin floats alongside an energising note of spearmint, gently warmed with cedarwood.

Jo Malone London favourite Wood Sage & Sea Salt completes the collection, pairing perfectly with each of the four new scents, enwrapping with its woody warmth and adding a fresh note of sea salt. Available in 30ml and 100ml Colognes and a special-edition Home Candle:

Wood Sage & Sea Salt

Windswept walks along the beach, the air fresh with sea salt and the mineral scent of rugged cliffs. Mingling with the woody earthiness of sage.

The collection also includes a Hydrating Face Mist, scented with Crystal Campion. Formulated without alcohol and enriched with pure British water, the formula awakens and refreshes the face. The hydration complex includes hyaluronic acid and helps leave skin feeling more smooth and supple. Fine and gentle, it is suitable for all skin types, leaving it soft to the touch with a healthy-looking glow.

Hold 15cm away from the face and spritz onto skin with eyes closed in a circular motion. It can be used on clean skin prior to applying make-up or throughout the day to refresh.

The full collection

Crystal Campion Cologne 30ml - $\notin 60$ Crystal Campion Hydrating Face Mist 45ml - $\notin 31$ Forest Moss Cologne 30ml - $\notin 60$ Salty Amber Cologne 30ml - $\notin 60$ Aqua Lemon Cologne 30ml - $\notin 60$ Special-Edition Wood Sage & Sea Salt Cologne 30ml - $\notin 60$ Special-Edition Wood Sage & Sea Salt Cologne 100ml - $\notin 120$ Special-Edition Wood Sage & Sea Salt Home Candle - $\notin 56$

Available online at jomalone.eu, at Jo Malone London stores, Inno, Parfuma, Senteurs d'Ailleurs and Paris 8 from May 2022.

For further press information or images, please contact mwauters@be.clinique.com

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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.