





# JO MALONE

L O N D O N

## Jo Malone London introduces a new limited-edition collection

EMBARGO UNTIL APRIL 2020

Travel in scent with Jo Malone London's latest limited-edition collection, celebrating the season of adventure.

The collection was inspired by the city of Seoul, its urban scenes and city gardens. The sights and sounds of the markets contrasting with the tranquil atmosphere of the Huwon Secret Garden.

Out of this intriguing contradiction two new scents were born:

invigorating Yuja, fizzing with the fragrant flavour of this ubiquitous Asian citrus and pristine Waterlily, capturing the beauty of the floral crown jewel of temple garden ponds.

Osmanthus Blossom expresses the duality of this tiny white flower, with an apricot sweetness alongside deep, warming notes.

Take the sweet and playful notes of nectarine blossom & honey with you everywhere you go with this pocket-sized fragrance pen. Freshen-up your scent throughout the day by applying the scented gel to warm body points, with the ceramic applicator providing the added benefit of a cooling & refreshing sensation.

Moreover, the brand's signature floral scent, Orange Blossom, completes the line-up in a special-edition diffuser.

The fragrances from the collection are designed to be layered with one another to create something personal to the wearer.

### Jo Malone London recommends pairing:

Waterlily with English Pear & Freesia for a blooming, delicious scent.

Yuja with Wood Sage & Sea Salt for a zesty fresh fragrance.

Osmanthus Blossom with Peony & Blush Suede for a flirtatious, juicy scent.

The full collection

Available at all Jo Malone London Point of Sales

Yuja Cologne 30ml – 57 €  
Yuja Cologne 100ml - 114 €

Waterlily Cologne 30ml – 57 €  
Waterlily Cologne 100ml – 114 €

Osmanthus Cologne 30ml – 57 €  
Osmanthus Cologne 100ml – 114 €

Available at Senteurs d'Ailleurs, Parfuma, Paris 8 and Inno:

Orange Blossom Diffuser 165ml – 80 €  
Nectarine Blossom & Honey Pen 6ml – 28 €

@JoMaloneLondon #BrilliantBlossoms

For more information, please contact Louise Maselis // +32 (0) 25 85 28 17// [lmaselis@be.esteeauder.com](mailto:lmaselis@be.esteeauder.com)

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.