



JO MALONE
LONDON

Jo Malone London introduces Scarlet Poppy

A new addition to Jo Malone London's Cologne Intense collection: the ravishing Scarlet Poppy. This new floral has been inspired by the extravagant and exotic great scarlet poppy from the wild steppes of Asia. Amplified by velvety iris, notes of barley and tonka bean add a double hit of sweet decadence while a succulent fig accord draws you into this opulent scent.

Jo Malone London's Cologne Intense collection travels the world, collecting treasured ingredients to create unexpected fragrances. This latest Cologne Intense comes in a rich red bottle design, referencing the flower that inspired it.

"Scarlet Poppy is a grand, ravishing, deep floral, and the volume grows and grows as you wear it. It's a larger-than-life fragrance but still very sophisticated and refined."
Celine Roux, Global Head of Fragrance

Jo Malone London recommends layering Scarlet Poppy with Poppy & Barley. The pairing of the two enhances the poppy note, creating an inviting floral scent.

Scarlet Poppy Cologne Intense 100ml - SRP: €141
Scarlet Poppy Cologne Intense 50ml - SRP: €95.50

Available as from January 2021 at Senteurs d'Ailleurs, Parfuma, Inno, ICI PARIS XL, Planet Parfum and Paris8 and online via jomalone.eu, parfuma.com and iciparisxl.be

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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.