



JO MALONE
LONDON

Jo Malone London introduces Scented Mementos

A limited-edition collection of eclectic scents inspired by unique pieces filled with memories, found at the British antique market.

The collection includes:

Ginger Beer

A spicy woody scent inspired by the vibrant aroma of a quintessentially British beverage. The lively freshness of natural ginger contrasting with the comforting warmth of cinnamon and compelling roasted oak.

Top: Ginger

Heart: Amyris

Base: Vetiver

Passiflora

An ambery floral scent inspired by the striking petals and flamboyant tendrils of the exotic passiflora flower. Its cocooning floralcy is enhanced with radiant honeysuckle and completed by the rich almond notes of the tonka bean.

Top: Cardamom

Heart: Passiflora

Base: Tonka Bean

Emerald Thyme

An aromatic citrus scent inspired by a botanical concoction. A bright burst of lemon is perfectly balanced with sprigs of herbaceous thyme and rosemary, cushioned in moss.

Top: Lemon

Heart: Thyme

Base: Geranium

Musk Memento

A clean musk scent inspired by a traditional soap bar. The nostalgia and comfort are captured in clean notes of soft musk and aldehyde, a sprinkle of English lavender and elegant cedarwood.

Top: Aldehyde

Heart: Cedarwood

Base: White Musk

The collection also includes the Dawn Musk Home Candle. The comforting vintage scent of a traditional soap bar. Clean notes of soft musk and amber envelop with warm woods.

'We were inspired by the whole experience of antiquing... Whether you visit high-end shops or humble car boot sales, it's always fascinating to be able to discover the different stories behind old objects.' Céline Roux, Global Head Of Fragrance

Each scent comes in a unique, collectable bottle design inspired by the theme of the collection. Purchases of two or all four colognes will receive a special-edition antique style gift box.

The full collection is available in all points of sales from April 2024

Ginger Beer Cologne 30ml – 74€

Passiflora Cologne 30ml – 74€

Emerald Thyme Cologne 30ml – 74€

Musk Memento Cologne 30ml – 74€

Dawn Musk Home Candle – 65€ and available only at De Bijenkorf

For more information, please contact tara@mmbsy.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.