



THE JO MALONE LONDON GENT

We are thrilled to announce the first Jo Malone London Gent: London born movie star, John Boyega. In typical Jo Malone London style, our partnership with Boyega, a young, astute and forward-thinking actor will explore the unexpected and subvert the traditional view of fragrance, luxury and the classic British gentleman.

"A born and bred Londoner, John is intelligent, inclusive and witty. He shares our core values of generosity and creativity and is unafraid to speak his mind. His vivacity and whole-heartedness make him a wonderful fit with Jo Malone London and I am delighted to welcome him to the family."

Jean-Guillaume Trottier, Global President, Jo Malone London.

Growing up in Peckham, Boyega brings a vibrancy, a Londoner's sense of heritage and a nod towards the future. *"I love the creativity and storytelling element of Jo Malone London. It's something I resonate with, it's how I work best. With discussion, collaboration and down to earth honesty,"* he says.

His vigour and versatility mirror our scents which always accentuate the surprising and the bold. Whilst known for being a huge presence and personality, Boyega himself values understatement and originality in scent. *"Jo Malone London always delivers unexpected and unique ingredient choices and scents: refined but surprising. My life is the same, a subtle contradiction: my job, my profession, and then I still come home to this town, drive around with the radio on, catch a vibe, go to the supermarket. In some ways, everything's changed, but then again nothing has."*

Boyega's resume demonstrates his extraordinary skill, from the blockbuster Star Wars franchise to independent breakthrough films like Detroit and Attack the Block, set on a Brixton estate in South London, he brings his own unique approach and vibrant personal stamp to his roles as he will to the Jo Malone London family.

Join the conversation @JoMaloneLondon and @JohnBoyega
#JoMaloneLondonGent #ScentOfAGent
www.jomalone.co.uk

For further information please contact:

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Note to Editors: John Boyega Biography

Recipient of BAFTA's 2016 Rising Star Awards and the Chopard Trophy at Cannes, captured worldwide attention for his starring role in Star Wars: Episode VII - The Force Awakens released by Disney / Lucasfilm in December 2015, Directed by JJ Abrams the film grossed over \$2 billion worldwide, shattering box office records and stamping its place in history as the highest grossing US film release of all time and third highest internationally. Boyega reprised his role of Finn in Star Wars: Episode VIII - The Last Jedi, directed by Rian Johnson in December 2017. It grossed over \$1.3 billion worldwide.

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.