



JO MALONE
LONDON

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Available as from March 2020

Jo Malone London introduces a new limited-edition collection,
offering a fresh perspective on an iconic ingredient: English lavender.

Journey to an enchanted world of violet visions, where English lavender meanders in purple pathways across the countryside. Discover a trio of takes on this timeless note, each offering a different presentation of natural lavender. One strikingly aromatic, the second fresh with a cool woodiness, and the third cascading with soft florals. Fall out of the ordinary and into a new lavender story.

The collection includes three limited-edition Colognes,
each available in 30ml decorative bottles:

Wisteria & Lavender

Cascading wisteria frames a characterful house, creating a nostalgic purple picture. This soft floral presentation of English lavender is entwined with sweet wisteria and powdery heliotrope. A picturesque trio, cocooned in clean and delicate white musk.

Silver Birch & Lavender

Morning light across a rambling garden, framed by silver birch trees. The air fresh with a crisp coolness that cuts through the iconic scent of English lavender. Refreshed with a squeeze of grapefruit, grounded by a woody, charismatic base of silver birch and a compelling note of roasted oak.

Lavender & Coriander

Aromatic English lavender nestled in a thriving and fragrant herb garden, bolstered by the striking note of coriander. Earthy sage deepens the lavender's timeless scent, while creamy tonka bean adds an unexpected touch of warmth and sensual balance. 'In perfumery, we mainly use French lavender. It is such a familiar, popular scent, so we wanted to explore it in ways that you might not be used to. We've taken natural English lavender and gone in three different directions with the other ingredients, to give it that Jo Malone London twist.'

- Celine Roux, Global Head of Fragrance

Each of these distinctive Colognes adds something unique when
paired with another scent from the brand's refined palette.

Jo Malone London recommends pairing:

Wisteria & Lavender with Peony & Blush Suede for a sensual floral combination. Blooming peonies add opulence to dainty lavender and wisteria, with a soft trail of musk.

Silver Birch & Lavender with Wild Bluebell for an aromatic floral combination. The dewy delicacy of bluebell is wrapped in herbaceous notes of English lavender, warmed with amberwood.

Lavender & Coriander with Lime Basil & Mandarin for a zesty and aromatic combination. Spicy coriander and a kick of basil add herbaceous edge to sparkling citrus notes.

Two limited-edition home products complete the new collection, both infused with the scent of Lavender & Musk.

Scent the road to dreams with Jo Malone London's limited-edition Pillow Mist. Aromatic English lavender mingles with a cocooning note of musk to create a soft and sensual scent that helps the user relax and unwind for a good night's sleep.

Create a tranquil atmosphere with a Diffuser in the same fragrance. The perfect scent to place on a bedside table or dresser to encourage a relaxing mood.

The collection is available at jomalone.eu and at Senteurs D'ailleurs, Parfuma, Paris 8 and Planet Parfum as from March 2020 and will retail for:

Wisteria & Lavender 30ml Cologne - 57 €
Silver Birch & Lavender 30ml Cologne - 57 €
Lavender & Coriander 30ml Cologne - 57 €
Lavender & Musk Pillow Mist 45ml - 29 €
Lavender & Musk Diffuser 165ml - 79 €

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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.