



JO MALONE
LONDON

Introducing a new Blossoms collection

This year's limited-edition Blossoms collection looks to China for scented inspiration. The air of a new season fills the city with fragrance. Among busy streets and serene gardens glistening blossoms fan out on arching tree branches and bushy evergreens. Gleaming star magnolia in bloom. The fruity bite of the nashi pear and its speckled blossom. Tiny bunches of luscious osmanthus blossom. Nature's symbols of romance, purity and spring.

This year's Blossoms collection includes three light floral colognes. The full collection extends to a lightweight hair mist and an atmospheric diffuser.

Osmanthus Blossom Cologne

A new season sweeps through the city while tiny white flowers collect in clusters on bushy evergreens, filling the air with joyful scent. The luscious apricot and soft suede notes of this fruity flower meet luminous orange blossom and voluptuous cashmere wood.



Nashi Blossom Cologne

As spring awakens, so does nashi blossom. An emblem of purity, these blousy white speckled flowers bunch along the arching branches of the nashi tree, soon to become succulent pears. With petaly rose, this radiant bloom's playful fruity scent is cushioned in white musk.



Star Magnolia Cologne

Spring arrives with glistening blossom trees scenting the air in the city parks of Shanghai: star magnolia is in bloom. The crisp, pristine petals are gleaming against emerald magnolia leaf and a soft creamy sandalwood base.



Star Magnolia Hair Mist

A lightweight formula, giving hair a healthy shine. Made with natural argan oil and pro-vitamin B5. Leaves hair scented with the flirtatious, light floral notes of Star Magnolia.



Silk Blossom Diffuser

Fill the room with the sweet scent of silk tree blossom, irresistible to hummingbirds and butterflies. Apricot-fresh with a touch of spice.



'Each one brings different facets of fragrance to the table, but each also embraces the joys of spring and that unmistakable feeling of being in nature'

Céline Roux, Global Head of Fragrance

The collection includes

Star Magnolia Cologne 50ml for €95

Star Magnolia Cologne 100ml for €135

Star Magnolia Hair Mist 30ml for €47 *

Osmanthus Blossom Cologne 50ml for €95

Osmanthus Blossom Cologne 100ml for €135

Nashi Blossom Cologne 50ml for €95

Nashi Blossom Cologne 100ml for €135

Silk Blossom Diffuser 165ml for €84 *

The collection is available online at jomalone.eu and at all Jo Malone London selling points (* only available at Senteurs d'Ailleurs, Parfuma, Paris 8, Inno and jomalone.eu) from March 2023.

Follow Jo Malone London on Facebook, Twitter, Pinterest and Instagram @JoMaloneLondon
#BrilliantBlossoms

For more information, please contact Marie Wauters, mwauters@be.clinique.com, +32 2 716 85 06

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.