

A woman with dark, curly hair is sitting cross-legged on a sandy dune. She is wearing a light-colored, short-sleeved button-down shirt and dark brown trousers. On her head is a tall, precarious stack of five wide-brimmed straw hats. She is holding a stack of five light brown cardboard boxes in her lap. The top box has a small white label with the text "JO MALONE LONDON" and "SANDALWOOD & VANILLA". She is looking directly at the camera with a slight smile. The background is a vast, sandy desert landscape with some dry grass and a large, light-colored rock formation under a warm, golden sky.

JO MALONE  
LONDON

## Bring the sunshine with new Beach Blossom Cologne

Pack your bags for a summer escape. On the idyllic palm-fringed beaches of the Seychelles, encounter the rare coco de mer. Basking in tropical sunlight, the sea coconut's sculptural form inspires the fresh solar scent of Beach Blossom Cologne.

A refreshing twist of coconut water carried on the breeze, meeting the sparkling clarity of lime and mint, wrapped in the allure of tonka bean.

The full collection

Beach Blossom Cologne 100ml SRP\* €153

Beach Blossom Cologne 50ml SRP\* €107

\*Suggested Retail Price

The collection will be available online at [debijenkorf.nl](https://debijenkorf.nl), [douglas.nl](https://douglas.nl) and at [jomalone.eu](https://jomalone.eu) as well as in-store at De Bijenkorf, Douglas and at Jo Malone London stores from mid-March 2025.

For further press information or images, please contact  
Lyddia Roy: [contact@mmbsy.com](mailto:contact@mmbsy.com)

Follow Jo Malone London on TikTok, Instagram, Facebook, X, YouTube, LinkedIn and Pinterest @JoMaloneLondon #BrilliantBlossoms

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.

JO MALONE  
LONDON