



JO MALONE  
LONDON

# A Rose To Fall In Love With Taif Rose Cologne Intense

At the foothills of the Taif mountains, the Arabian sun warms the city's exceptional rose. This admired bloom flourishes amid a desert landscape, captured only at its most alluring. A sensuous scent, irresistible with coffee and amber, evokes this radiant and iconic flower. Precious and majestic.

A new, limited-edition Cologne Intense, Taif Rose takes its name from a precious rose indigenous to Taif, a city where the flower fills the streets, markets and fields with its scent and vivid hue. It is fresh and luminous with a moreish finish that is completely unique. This year, surprise a loved one with Taif Rose instead of a traditional Valentine's Day bouquet – after all, its scent will linger longer than 14 February.

'Taif Rose is different to all our other rose scents because it takes you to a different place: a place high in the mountains, where pink roses perfume the air to create a scent that's majestic and completely unmistakable'

Céline Roux, Global Head Of Fragrance

The collection includes

Taif Rose Cologne Intense 50ml SRP\* €136.

\*Suggested Retail Price

For further press information or images, please contact

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The limited-edition Taif Rose Cologne Intense will be available online at [jomalone.eu](http://jomalone.eu) and in-store at INNO, Ici Paris XL, Parfuma, Paris 8, Senteurs d'Ailleurs and in Jo Malone London stores from mid-January 2025.

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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.

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