



JO MALONE  
LONDON

# JO MALONE LONDON BRINGS POPPY & BARLEY IN FROM THE ENGLISH FIELDS AND INTO A NEW LEADING LADY

**Available from September 2019**

Jo Malone London has a new addition to their inline fragrance palette. Originally part of the limited-edition English Fields collection, Poppy & Barley has been plucked from the harvest and spun into a supersized badge of beauty.

## The Story

Iconic, vibrant poppies. Dancing in colour across England's meadows. A lively floral scent enhanced by rose and violet and topped with juicy blackcurrants. Borrowed from the succulent cereal fields, where grains and flowers mingle, our poppies are cocooned by bran and cotton-soft barley. This inviting scent is a living landscape: where colourful poppies emblazon the rich gold harvest.

*"Poppies seem so quintessentially British, and to me this fragrance represents a living landscape where poppies add dashes of colour to golden grains. It's a colourful character - I can't think of an English field without picturing the poppies bursting through in their unruly way."*

Celine Roux, Global Head of Fragrance, Jo Malone London

*"Poppy & Barley has an element of the unexpected and unusual – a contrast between the vibrant poppies and the nourishing grains, rounded by hints of violet and fig. It was an exciting creative challenge and new territory for me – exploring the potential of the ingredients and their combination."*

Mathilde Bijaoui, Perfumer, Poppy & Barley

Layering fragrances to create a tailored signature scent is part of the Jo Malone London DNA, so it makes sense that Poppy & Barley has been impeccably crafted to pair perfectly with other scents.

## Jo Malone London recommends:

Poppy & Barley with Honeysuckle & Davana for a vibrant floral combination.

Poppy & Barley with Wood Sage & Sea Salt for a colourful scent with a mineral freshness.

Poppy & Barley with Myrrh & Tonka for an addictive combination with added opulence and warmth.

**Available from the second of September 2019 at [jomalone.eu](http://jomalone.eu)  
and Jo Malone London boutiques nationwide**

**30ml Cologne SRP € 55**

**100ml Cologne SRP € 111**

**250ml Body & Hand Wash SRP € 32**

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Join the conversation @JoMaloneLondon #PoppyAndBarley

## ABOUT JOMALONE 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.