



JO MALONE
LONDON

Jo Malone London introduces a new spring collection

Daydream in colour with Jo Malone London. Bask in spring sunshine on exotic shores, swept up in waves of uplifting scent and the soft flutter of petals. Discover a colourful Blossoms collection, available in a new bottle design.

Two brand-new fragrances celebrate the beauty of the hibiscus flower: Yellow Hibiscus, a beaming and juicy light floral and Red Hibiscus, a vivid solar floral and the fragrance house's first Blossom Cologne Intense.

These two new fragrances are joined by returning Frangipani Flower, a radiant floral and Nashi Blossom, a playful light floral. Jo Malone London's fruity signature fragrance of Nectarine Blossom & Honey is introduced in a limited-edition Body Mist, created with a blend of caring ingredients and natural origin glycerine to condition and scent the skin.

A special-edition Diffuser in tempting Silk Blossom completes the collection to create a joyful mood in any room.

Available as from March 2021 at Senteurs d'Ailleurs, Parfuma, Inno, ICI
PARIS XL, Planet Parfum and Paris8 and online via jomalone.eu,
parfuma.com and iciparisxl.be

The collection includes

Yellow Hibiscus Cologne 30ml (SRP: €59) and 100ml (SRP: €117)
Red Hibiscus Cologne Intense 30ml (SRP: €70) and 100ml (SRP: €146)
Frangipani Flower Cologne 30ml (SRP: €59) and 100ml (SRP: €117)

Parfuma, Inno & Paris 8 exclusive:

Nashi Blossom Cologne 30ml (SRP: €59) and 100ml (SRP: €117)
Nectarine Blossom & Honey Body Mist 100ml (SRP: €53)
Silk Blossom Diffuser (SRP: €78)

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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.