



JO MALONE LONDON INTRODUCES A NEW LIMITED-EDITION COLLECTION



March 2019

Introducing Wild Flowers & Weeds, a collection of limited edition scents inspired by the unruly weeds and wildly-wonderful plants and flowers that line the banks of a winding river. Surprising concoctions, breaking through the cracks with no rhyme or reason. A tangy sting of nettle. The weeping willow, gently draping across the water. Hemlock's deadly allure, amidst a rainbow array of lupin flowers. Unexpected beauty lies at every turn.

The collection includes five distinctive Colognes:

Hemlock & Bergamot

Hemlock's powdery petals, brightened with bergamot. A deadly, yet unexpectedly-delicate flower. Illuminated with golden mimosa and a floral flourish of heliotrope. Crisp and modern with a bite of cucumber.

Cade & Cedarwood

The smouldering embers of a wood-burning stove at nightfall. Basking in the warm and comforting glow of cade - its smoky scent mingled with cedarwood and complemented by a mouth-watering hint of sensual vanilla.

Lupin & Patchouli

Reminiscent of canal banks, awash with colour. A rainbow of lupin flowers, enriched by luxurious rose and deepened with rebellious patchouli. A surprising contrast with the fresh vibrancy of mandarin.

Willow & Amber

The expressive weeping willow, gently draping across the fresh morning water. Captured in the woody pairing of cashmere wood and smoky vetiver, enhanced by softly sensual amber.

Nettle & Wild Achillea

The tangy sting of nettle, peeking through pavement cracks and entwined with wild, white achillea flower. Sparkling with bright bergamot, the greenness softened by a soft base of white musk.

The Colognes are available in 30ml bottles, decorated with printed illustrations of the key ingredients of each fragrance inspired by a traditional painting style. Customers will receive a matching keepsake tin with purchases of two scents from the collection, or the full line-up.

Available from March 2019 in all Jo Malone point of sales

Suggested Retail Price

- Lupin & patchouli: € 57 (30ml)
- Nettle & WILD achillea: € 57 (30ml)
- Willow & AMBER: € 57 (30ml)
- Hemlock & bergamot: € 57 (30ml)
- Cade & cedarwood: € 57 (30ml)

For more information please contact:

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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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JO MALONE

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