



# Nose For A Scent

She sold her eponymous Jo Malone brand to Estée Lauder, but now the beauty entrepreneur is back with a new fragrance business embodying everything she loves. Here, Jo Malone shares why.

**You're back in the beauty business after some time away, what have you been up to?** I have been busy building JO LOVES, which is all about who I am right now at this moment in time. I love the vibrancy of the brand – it's not for the faint-hearted and makes a statement that is very different from anything I have done before. We launched the brand in Dubai recently at Sunday lunch where everyone received their first JO LOVES red box. It was a moment to treasure and remember forever.

**Which is your favourite scent from the collection?** Pomelo – it's the one that I wear every day. It's the first fragrance that I created and already it's loved

by everyone who wears it. I carry a bottle of with me everywhere I go, and as well as scenting my skin I also use it as a home spray.

**What inspires you?** I love to travel and it's often the different cultures, people, food, markets and galleries that inspire me. I've just returned from the most amazing trip to Dubai. It's a place full of unique experiences each day was an adventure – from dinner at the Rivington Grill overlooking the dancing water fountains, swimming with dolphins, spice hunting in the souk to bringing the day to a close watching the sunset in the desert – just beautiful. That said, London is my home and my favourite city in the world and I'm most inspired just sitting in my favourite

coffee shop, watching the world go by.

**What's your idea of good style?** To me, good style is a white canvas. My home is completely white and brought to life by flashes of colour; red and orange cushions against the sofa, coloured candlesticks which line the dining room table and huge bowls of bright flowers throughout. I also like to manipulate lighting to instantly create a feel of intimacy and warmth, therefore candles are a style must-have.

**Any other style essentials?** Scent! I immediately identify my home by the smells that I fill it with. I love clean citrus scents and I'm currently burning my Lemongrass Layered Scented Candles in every room.





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