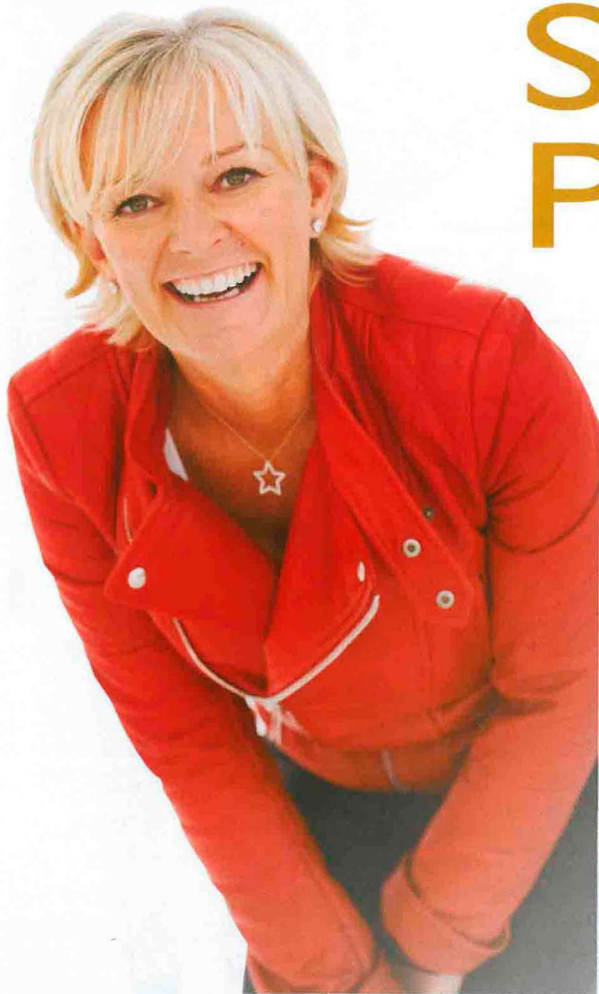


# Scent of Perfection



DESCRIBED AS AN 'ENGLISH SCENT MAVERICK', JO MALONE IS RESPONSIBLE FOR CREATING SOME OF THE WORLD'S MOST LOVED FRAGRANCES AND IS NOW READY TO BRING HER NEW SCENTS AND COMPANY JO LOVES TO AN INTERNATIONAL AUDIENCE. HERE, RLI SITS DOWN WITH THE FOUNDER TO DISCUSS THE ORIGINS OF THE BRAND AND WHAT LIES AHEAD.

Since leaving Jo Malone London in 2006, Jo has been on quite a journey, personally and professionally. This has led her to Jo Loves, an innovative new scent, bath, body and candle collection inspired by the memories and moments in life that she loves. Despite a tough beginning back in 2011, the brand is now beginning to flourish.

"Within me there was the desire to create again, but also to build a global

brand," says Jo Loves' Founder Jo Malone. "The dream for Jo Loves was to start from scratch, I wanted different relationships, different fragrance houses. I didn't want to return to anything that I had known before."

Initially launching online before opening a small pop-up in Selfridges, the brand did not find immediate success and new plans had to be made. Deciding that bricks-and-mortar was the way forward, location



ALL STORE PICTURE: JO LOVES - 42 ELIZABETH STREET, LONDON, UK



scouting began before fate it seemed, stepped in. The company opened its very first store at 42 Elizabeth Street, the site of Jo's very first job as a florist. "I've come full circle, when I walked into the shop again I closed my eyes and I was a 16-year old kid again, I could remember everything about it. I walked into the back room which was part of the kitchens and I knew I was going to build a global brand again, no matter how hard it would be," Malone recalls.

Over the last 12 months this dream of turning Jo Loves into a global brand is gradually starting to become a reality, with the first overseas territory soon to open. The opening of 42 Elizabeth Street appears to have been exactly what was needed for the now burgeoning brand.

Looking ahead, Jo Loves will launch in two new territories, and there will be two new additions in the UK. The company plan on rolling out the concept in the next few years and expand across the world.

So what locations are the company currently looking at as potential expansion zones?

"America is going to be one of them together with the Middle East and hopefully China.

It's important that when you launch into a new market you already have a presence and customers who are desperate to get their hands on your product," Malone explains.

What makes the brand so unique is that it doesn't target a particular consumer and has been designed to be enjoyed by anyone and everyone, and this is exactly how Malone wants it. "I create products that I love, hence the brand name, and don't get distracted by consumer profiles. I liken my creative process to art for your nose and pour 100 per cent integrity into everything I do which is reflected within the fragrance stories – each one is a memory which really resonates with the people who wear them because they are drawn to the authenticity and craft. I'm never going to be someone who follows trends," says Malone.

Social media is an area the company feels it can work on, to better communicate with its clients and build better relationships, to earn those five minutes that the customer will give you and ensure that what you tell them in those five minutes is relevant and intriguing enough that they come back.

Creativity is the key driver behind the company's recent success, and it is the reason people are engaging with the brand. With such strong fragrances, people are being drawn into the brand in a powerful way. For example, Pomelo, Jo's signature scent is becoming as identifiable as the little red dot on the packaging.

So what does Jo feel is the ethos of the brand?

"Creating products that I feel passionately about that in turn you will fall in love with. The brand is about resilience, it's about finding a new way forward, always pushing those boundaries and removing obstacles from your path."

In the near future the company will look to plant the brand in different markets, all the while evolving so that the business is always relevant and so that it never stands still. This is the challenge that drives Jo, to not repeat that what has gone before, to instead remain adventurous, passionate, resilient and creative.

"I want to be the person I am today and relevant to the market today and do the things that are risky, that people think will not work and then I can prove them wrong," Malone concludes.

