

# In the Mix...

*High Life Shop!* discovers how Jo Malone's unique fragrance combining concept is changing the way we spray

The important thing is not to think of a Jo Malone fragrance as being simply a gorgeous scent, instead, view it as a beautiful accessory, or a stunning piece of jewellery,' says Debbie Wild, Jo Malone's Global Lifestyle Manager. This may seem a strange proclamation, but Wild goes on to explain: 'All of our fragrances have been created so that they can be worn in unison with each other, which means that you can wear up to four or five at a time – just think of them like necklaces or scarves and layer them on!'

Debbie Wild is talking about the art of Jo Malone fragrance combining, a trademarked concept that continues to ensure the brand stays one step ahead of its contemporaries. By either layering a Jo Malone cologne with another scent, or using its body lotions, body crèmes and bath oils, you can create a bespoke scent and, in doing so, match a fragrance to your mood.

It's a very clever concept, but being advised to spray different fragrances on top of one another is quite the opposite to the normal 'less is more' approach to spritzing our scents. However, with Jo Malone, customers are mixing, matching and making their own unique scents work for them. 'When we are creating new product we think

about fragrance combining right from the start,' says Wild. 'This ensures that there are no clashes and that our scents are nothing but complementary to each other. It makes wearing fragrance a lot more fun and allows you to be idiosyncratic with your signature scent.'

If you're already a fan of the brand then you'll be fully aware that a Jo Malone fragrance is

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created from the finest ingredients and will no doubt have been inspired by such things as the scent of limes on an ocean breeze (Lime, Basil and Mandarin) or a bouquet of seven of the world's most expensive roses (Red Roses). It makes them exquisite, lusted-after fragrances and when you discover they can be worn together, there is no longer an excuse not to own more than one.

When Jo Malone started the brand over 20 years ago (she has since handed the reins over to the Estée Lauder Group) she was always passionate about combining unusual ingredients and it was the mixing of nutmeg with ginger that created her first ever product – Nutmeg and Ginger Bath Oil. The story goes, that at that

time Malone was wowing a select group of clients with custom-made facials and she gave this original bath oil to them as a thank-you gift. One recipient loved it to so much that she ordered 100 bottles for her party guests and from there another 86 new orders were placed.

Demand continued to grow and Malone grew the business alongside it. There are now 20 fragrances in the collection but, as Debbie Wild points out, the scent possibilities are endless. 'My favourite way to fragrance combine at the moment is by starting with the Lime Basil & Mandarin Cologne', says Debbie. I like to think of it as

my little black dress and then I spray Dark Amber and Ginger Lily down the front of the body and on top of that a layer of Grapefruit with a finishing spritz of Red Roses in the hair. It is really just divine.' **Go Shop!**

**WIN!...**  
... a Jo Malone Fragrance Combining Gift Set & Luxury Candle worth £500 by visiting [highlifeshop.com](http://highlifeshop.com) and answering: How many fragrances are there in the Jo Malone collection? More info on page 12.

From left: Jo Malone Kohdo Wood Pairing, page 35/ £46.50; Jo Malone Grapefruit Cologne, long haul only/£49.50; Jo Malone Lime Basil & Mandarin/Grapefruit Pairing, page 35/ £46.50; Jo Malone Red Roses, page 35/ £49.50; Jo Malone Lime Basil & Mandarin, page 35/ £49.50.

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