

# BEAUTY

WHAT'S NEW WHAT'S NEXT

**F**ive years after disappearing from the fragrance scene, Jo Malone—the English scent maverick who brought us stripped-down, minimalist classics like Lime Basil & Mandarin and Wild Fig & Cassis—is back with a new line. Called Jo Loves, it is based on just that. Her crisp scent signature is still in evidence, with refreshing medleys like Green Orange & Coriander, Pink Vetiver, and A Shot of Thai Lime over Mango. She has reimagined bath oil as Bath Cologne (no bubbles, no sticky residue: “I wanted something that flowed like cologne, that had the same depth of fragrance,” she says), and her Layered Candles gradually burn through three different notes—Lemongrass, Amber, Tiare Flower, for example—delivering a true scent journey. The collection is available online at [joloves.com](http://joloves.com), and next month in London, Malone opens her first Jo Loves store at 42 Elizabeth Street in Belgravia—the same space that once housed the flower shop where she trained her nose as a sixteen-year-old florist’s apprentice.—GRACE TIMOTHY

## 2. Jo Strikes Back

### NEW SCENTSATIONS

FROM TOP RIGHT: JO LOVES POMELO BATH COLOGNE; A SHOT OF THAI LIME OVER MANGO EAU DE TOILETTE.

