

Jo Malone's Blossom Belle trio blooms in duty free

**A trio of Jo Malone London Limited Edition Colognes named 'Blossom Belle' will launch exclusively in travel retail from April this year, comprising Plum Blossom, Osmanthus Blossom and Silk Blossom.**



"As Jo Malone London is a British brand we are normally inspired by all things quintessentially British, such as history, fashion and literature, but over the years we've travelled and discovered an array of different scents," says Celine Roux, Vice President, Global Fragrance Development Jo Malone London.

"In Asia we fell in love with blossoms each trip is a new adventure, a new country, a new scent."

The Plum Blossom juice opens with 'yellow plum' with a background of sandalwood and clean, white musk.

The Osmanthus Blossom juice blends white flower, apricot and supple leather along with petitgrain, peach, orange flower and cashmere wood.

Finally, Silk Blossom is described as being 'apricot-fresh' with a touch of spice, 'powder-soft heliotrope, nestling on a bed of moss'.

