



## Jo Malone CBE

**Founder and Creative Director of Jo Loves**

*"Designing Fragrance is who I am. It makes my heart beat"*

Jo Malone has firmly secured her place as an icon in the world of modern perfumery and British Business, she began her illustrious career by opening her first store in London in 1994. Her unapologetically luxurious fragrances are loved by celebrities and royalty alike, showcased on runways and within the finest stores worldwide. Her innovative vision bears testament to her extraordinary creative passion and business entrepreneurship.

### TOPICS:

- Marketing and Branding
- Entrepreneurship
- Beauty and Lifestyle
- Resilience in Business
- Business Innovation
- After Dinner

### IN DETAIL:

In 1999 Estee Lauder announced the acquisition of Jo Malone but Jo remained Creative Director until her departure in 2006. She developed products which helped to establish the brand as an innovator within the international beauty industry. Jo's passion for fragrance never ceased and in 2011 she found she could do it again and launched her new global brand Jo Loves. Starting out with a collection of eight fragrances and two innovative layered scented candles, today the brand offers a wide range of products available online and in stores worldwide.

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

**2016** My Story

### WHAT SHE OFFERS YOU:

Jo is a highly sought-after and renowned international speaker. She regularly shares her knowledge and insights with audiences globally, highlighting her entrepreneurial journey and her vision to revolutionise the way the world experiences fragrance. Jo's unwavering dedication to the art of fragrance continues to inspire and captivate audiences worldwide. Her legacy in the industry is marked by her distinctive scents and her impactful role as an entrepreneurial trailblazer

### HOW SHE PRESENTS:

Jo shares her wealth of knowledge about retail, revealing her tales of triumph and defeat, presenting her successful strategies and explaining her motivations for success.