

Wednesday, 10 April 2019

London-loving scent at KLCC



Some products in the English Pear & Freesia range.

Jo Malone London, famed for its delightfully fruity scents, is now available at Sephora KLCC starting tomorrow and online, starting next Thursday.

Sephora Malaysia will be the first in Southeast Asia to launch Jo Malone London exclusively.

Founded in 1994, Jo Malone London has created various revolutionary scents that are sophisticated and captivating.

Through the years, the brand has evolved to become one of the most coveted British household names and is often associated with ever-growing lifestyle and fashion trends.

Made in England with the finest ingredients, one of their key collections is the Fruity Collection in which Sephora Malaysia will feature the following scents: English Pear & Freesia, Nectarine Blossom & Honey and English Oak & Redcurrant.

FRUIT AND FLOWER
 English Pear & Freesia has a luxurious aroma which captures the essence of its unique ingredients.

King William pears on the top note will give users a sense of fresh-picked, mellow scented fruit while White Freesia on the heart note is a quintessential English flower that is delicate and sweet.

The two ingredients are mixed with Patchouli as the base note to give its users long-lasting scent that is sensual without being overbearing.

The combination of the three bases creates a natural, light smell that is fresh, clean and suitable for day and night.

The whole Fruity Collection colognes will be available in three different sizes namely 30ml, 50ml and 100ml. Sephora Malaysia will also feature other products from the brand such as Lethi oil, body and hand lotion, home diffuser and candle which could be the perfect gift.

To celebrate the arrival, Sephora Malaysia will be hosting a pampering session for its customers from tomorrow to Sunday at Sephora KLCC.

Beauty fans will get to enjoy services such as fragrance combining, express hand and arm massage, and a personalized wrapping.

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Jo Malone London is a stylish brand with a range of sophisticated scents.

(Source : New Straits Times, Flair, 10 April 2019, Wednesday)