

FRAGRANCE AND PERSONAL CARE

Jo Malone London enchants with English Pear collection

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Through sensorial marketing, the house is bringing consumers a little closer to the season of the equinox in the United Kingdom. Image credit: Jo Malone London

By EMILY IRIS DEGN

British luxury fragrance brand Jo Malone is celebrating a fruit native to its homeland just as it comes into season.

The scentmaster's **English Pear collection** grants other bountiful offerings from the United Kingdom, including poetry and flowers like sweet peas, in a show of national pride. Presented in Jo Malone's newest campaign starring British model Adwoa Aboah, the house's global head of fragrance Cline Roux's childhood memories set the scene as she reminisces on the magic found in waiting for the earth to transition away from summer in the tread toward autumn.

"There is a pear orchard at the back of my parents' country house, where I have spent all my summers since childhood," said Ms. Roux, in a statement.

"My bedroom is the only one with a window that backs onto the orchard," she said. "I did not realize how lucky I was actually to grow up with this how special it was to be able to just go to the tree, pick up a fruit and eat it."

"Pearing" up

Made entirely from natural extract and the equivalent of one pear in every bottle, the Jo Malone London collection includes the scents of "English Pear & Freesia" and "English Pear & Sweet Pea," each an expression of what could be deemed a love of country.



Two native U.K. flowers complement the notes that English Pear evokes, together creating an olfactory nod to the homeland of the brand. Image credit: Jo Malone London

Sugary and light meets mellow and juicy in the array, showing off the many things that the pome fruit can be, its many layers exposed by wild plants blossoming in the U.K. In the new campaign, sweet peas are given a special moment.

"We asked ourselves which wildflower we could use that could bring a bit of a twist, and it is exactly that," said Ms. Roux, in a statement.

"I love the sweet pea, it's so English," she said. "So this was a no-brainer.

"It was always going to be English Pear & Sweet Pea."

A British model works with Jo Malone London to highlight a very English fruit

Ms. Aboah embodies this outlook in a 60-second film slot, posing questions on the nature of pears and humans' relationship with them.

The model wanders around dusty paths and hillsides splashed in every shade of green. Carrying giant-sized fruit around the wild area, she stops every so often to take luscious bites of real ones and use her senses to experience the produce on a deeper level.

Piano plays and sounds from nature are heard, from high-elevation bird songs to sunlit leaves rustling in the breeze to the crunching of the star's feet on dry earth.



Humor is involved in the newest Jo Malone film, as the model poses deep questions to which she answers both seriously and lightheartedly. Image credit: Jo Malone London

A vintage car is filled with white sweet peas that spill from its windows, the vehicle standing watch as Ms. Aboah arranges the large recreations of the fruit on sunbaked rocks and gathers bunches of flowers.

Interacting with the land around her, she discusses the symbolism she sees in all elements at play, assigning the value of purity to the plants. Multiple recordings of her voice are overlaid as well, as she lists out her feelings related to pears and the ecological space in which she inhabits.

With her perspective directing the consumer-facing effort, grounding is given for a collection based on abstractions like memories and literature.



Though the subjects that inspired the collection are largely intangible, having a central figure for the accompanying film keeps it rooted in reality. Image credit: Jo Malone London

Ms. Roux states that for this collection, the orchard she grew up eating from and a favorite John Keats poem are the stars.

"We did the press launch in John Keats' former house in Hampstead," said Ms. Roux, in a statement.

"To be in this house, to know the poet lived there, the way he describes the atmosphere in his ode you are there," she said. "It is such a precious memory of Englishness."

Inspired by "To Autumn," the poet's piece is a sumptuous ode that describes the turning point between late summer and autumn, the time of the pear.



The musings of a famous poet from Jo Malone London's place of birth are largely responsible for the atmosphere of the latest programming, the ethereal meeting with the natural. Image credit: Jo Malone London

It is this spirit that the collection at hand bottles up and sends out to consumers around the world, all with a show of British pride.

Scents of place

To capture the entire story of the fruit at play, the fragrance lead turned to the culinary world.

Reviewing methods used in this entirely separate field of work, the brand found a way to use 100 percent natural pear fruit extract for her perfume.

"We looked outside of the fragrance industry for a solution and we found it within the food industry, where pears are steamed for fruit juice," said Ms. Roux, in a statement.

"The final extract is the equivalent of one pear in every bottle, which is easy to visualize and a simple and powerful message."



This advertisement echoes the efforts being made on the part of fellow luxury fragrance houses, as heritage and sensory marketing sit hand in hand via a localized sense of place. Image credit: Jo Malone London

This process which took two years to develop and the extract itself are exclusive to Jo Malone London, both are used in each variant of the collection.

Creating a sensory-focused feeling of place is a common tactic used in luxury marketing efforts within the label's segment ([see story](#)), as its products are contingent on consumers being able to smell them. Since this is impossible in digital activations, maisons do their best to make up the difference in vision and audio-focused appeals.

The U.K. brand itself has recently offered up another campaign of this nature ([see story](#)), steeped in local sights, plants native to the area and, like Jo Malone's English Pear campaign assets, homages to British romanticism.

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