

FRAGRANCE AND PERSONAL CARE

Jo Malone goes antiquing for Scented Mementos campaign

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Quirky characters showcase their finds, including Jo Malone scents, at an antique market in the campaign. Image credit: Jo Malone

By EMILY IRIS DEGN

British luxury fragrance brand Jo Malone is exploring a familiar space with a whimsical touch.

The new Scented Mementos collection and accompanying campaign are inspired by classic English antique shops and the treasure hunting that takes place there. Four limited-edition colognes and a candle comprise the line, each evoking memories and a sense of heritage that grant the marketing a nostalgic nudge.

“We can all imagine what it’s like to be an antique shop, whether we go there personally or not there is a notion of browsing and allowing something to speak to you,” said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

“There is a story that is crafted, as it’s not just about the design, but in the storytelling of acquiring the item and finding the perfect spot for it,” Ms. Smith said. “The same can be said for fragrance.

“Yes, it is something that you wear, but it too has a place in your home and embraces its place in the story when it is shared amongst friends.”

Ms. Smith is not affiliated with Jo Malone, but agreed to comment as an industry expert.

Treasure trove

The limited-edition collection features four eclectic scents that capture the olfactory nature of British antique markets.

Ginger Beer, Musk Memento, Emerald Thyme and Passiflora nod to various objects found in these spaces. The four are also drawn from the memories that Cline Roux, Jo Malone’s global head of fragrance, has of visiting the shops with her parents growing up.



The four scents are inspired not by ingredients, but by objects. Image credit: Jo Malone

Ms. Roux has granted many of her lines a personal such as this, celebrating her childhood's gardens and pear trees in last year's colorful reveals ([see story](#)).

The first scent this time around came about from Ms. Roux's finding a ceramic bottle in Sunbury Antiques Market. The words "ginger beer" were inscribed across it, sparking the idea for the entire collection.

To successfully reflect the zing and warmth of the beverage, the team played around with a lot of various ginger beers. Tasting and testing each, they chose to capture the warmth with spices and roots such as cinnamon wood scents including roasted English oak, Amyris and vetiver were added to this.

Passiflora continues the "sexiness" that Ms. Roux states Ginger Beer offers the wearer, while still uplifting the eclectic, out-of-the-ordinary and joyful characteristics that the brand assigns to antique markets.

"Years ago, I bought an old book called British Botanists," said Ms. Roux, in a statement.

"It was from 1945 someone had also signed it and within the book was an illustration of a passion flower, which is the Passiflora," she said. "I loved the name but beyond that I just thought they were so beautiful.

"Since discovering them in real life, and actually smelling them, I loved them even more."

This almond-like, floral scent comes into play in the collection based on this purchase. Tonka bean and cardamom continue the warming quality of the fragrance while maintaining a fresh and sentimental thread.



Close-ups of the scents are paired with antique market items, such as vintage jewelry and preloved clothing. Image credit: Jo Malone

Emerald Thyme's composition conjures up visions of old apothecary bottles. Ms. Roux found a muse in those sporting different shades of jade and deep green lemon, thyme and geranium are an olfactory version of these hues.

Meanwhile, Musk Memento came about due to a recent visit to the Sunbury Antiques Market.

While there, Ms. Roux found a vintage porcelain soap dish. The fragrance's key notes highlight white musk, an ingredient used by perfumeries to make powdery, clean scents that read similar to fresh laundry.

With cedarwood to pair with it, the scent has a widely arching appeal. According to Ms. Roux, the unisex scent's audience spans from her friend's teenage daughter to adult men, making it the most versatile of the limited-edition bunch.

“Jo Malone is known for its vanity appeal from the scents themselves to the shape of their bottles,” Ms. Smith said.

“You think of the fact that they are meant to be collected and shared with friends,” she said. “It’s a gift that shows it was curated by someone for you.

“When you read about how these specific scents were inspired, it also educates the potential customer about how complex the process of creating a fragrance is.”

Regular English past time

A 60-second long video celebrates this quartette, starring a handful of quirky characters.

Each of them is visiting an antique shop, and has their own talking-head moment in front of the camera detailing their treasures. The collectors include children, elderly couples and young adults.

Scented Mementos by Jo Malone

As a playful piano tune scores the interactions, the figures share with viewers what they found: giant apple statues, old cardigans, gold pillows, magic carpets, fruit bowls and more.

Though their personalities, ages and finds vary, they all exhibit excitement to be there. They are framed as discoverers of sorts, ready to unearth something new while engaging in a classically British activity.

Balancing nostalgia and adventure, they also pile stacked towers of Jo Malone boxes into their cars, wagons and bike baskets.

“In the video, there is the concept of luxury finding you,” Ms. Smith said.

“When you go into an antique shop, there is the thrill of the find and the ability to come face-to-face with an item that you weren’t thinking about, but suddenly have a need to acquire,” she said. “Luxury is about the story and the path to how you obtained an item.

“An antique shop is filled with those stories as well as the stories it already has from the person who designed it and the previous owner.”

This concept is both universally appealing and classically British.



The characters gush about the process of shopping for antiques, taking joy in the process in a fashion true to the luxury experience. Image credit: Jo Malone

The brand has homaged its homeland before ([see story](#)), and others from the commonwealth have shaped campaigns around antique markets to do just that ([see story](#)).

“An antique shop makes you think of rich leathers and stunning glass pieces, and when you say it’s British, you just envision that the items that are carried here are curated in a way that will work as a gift or for your home,” Ms. Smith said.

“There is a bit of an aristocratic and aged aesthetic that makes you feel of well-worn and loved pieces, much like a fragrance that warms when it’s on the skin and how it allows you to retain an element of individuality as it works with your chemistry,” she said.

“The scents or connotations that people have when they think of a British antique shop make sense when you think of the range of fragrances that were made by this British perfume house. I think customers whether antiquers or not, will be drawn to the

warmth that these scents have due to the proximity of the source of inspiration.”

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