



## Jo Malone CBE

**Founder and Creative Director, Jo Loves**

*"One of the most creative and successful British business women"*

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

### LANGUAGES:

She presents in English.

### 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.

### WHAT SHE OFFERS YOU:

In her presentations Jo provides useful insights into the world of retail using examples of her successes, failures, challenges (both personal and commercial) and the motivation behind her achievements. She is also in great demand at after dinner events.

### 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. Hers is a magnetic presence felt throughout any space, especially during after dinner events, where her wit and wisdom are always in high demand.

