

## Jo Malone CBE

Founder & Creative Director, Jo Loves

**Creating a Fragrance From the Ground Up.** Jo Malone has been described as an 'English scent maverick' and the woman responsible for creating some of the world's most-loved fragrances. Having left the brand eponymous with her name, Jo's entrepreneurial spirit teamed with her passion for the beauty industry led her to launch a second fragrance business 'Jo Loves' which bottles her undeniable desire to create beautiful and unexpected fragrances, innovative new products, and entertaining experiences. During this session, Jo will share her brand building journey, the highs and lows of starting all over again, her entrepreneurial insights and finally how she intends to change the way we wear fragrance...for a second time!

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