

Jo Malone CBE

Founder & Creative Director, Jo Loves

The Power of Passion and Creativity Explore how Jo Malone turned her love for fragrance into a global success story. This topic highlights how creativity, instinct, and passion helped her build iconic fragrance brands.

Entrepreneurship Through Resilience Focus on Jo Malone's determination in overcoming challenges such as dyslexia, family responsibilities, breast cancer, and leaving her first company — only to successfully start again with Jo Loves.

Building a Luxury Brand from Humble Beginnings Discuss how Jo started making handmade scented products in her kitchen and transformed them into internationally recognised luxury fragrance businesses through innovation and authenticity.

Fragrance as Memory and Emotion Examine Jo Malone's belief that scents capture memories and emotions. This topic can explore how her fragrances are inspired by personal experiences, food, travel, and meaningful moments in life.