

# the resident

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January 2012

Fashion fit

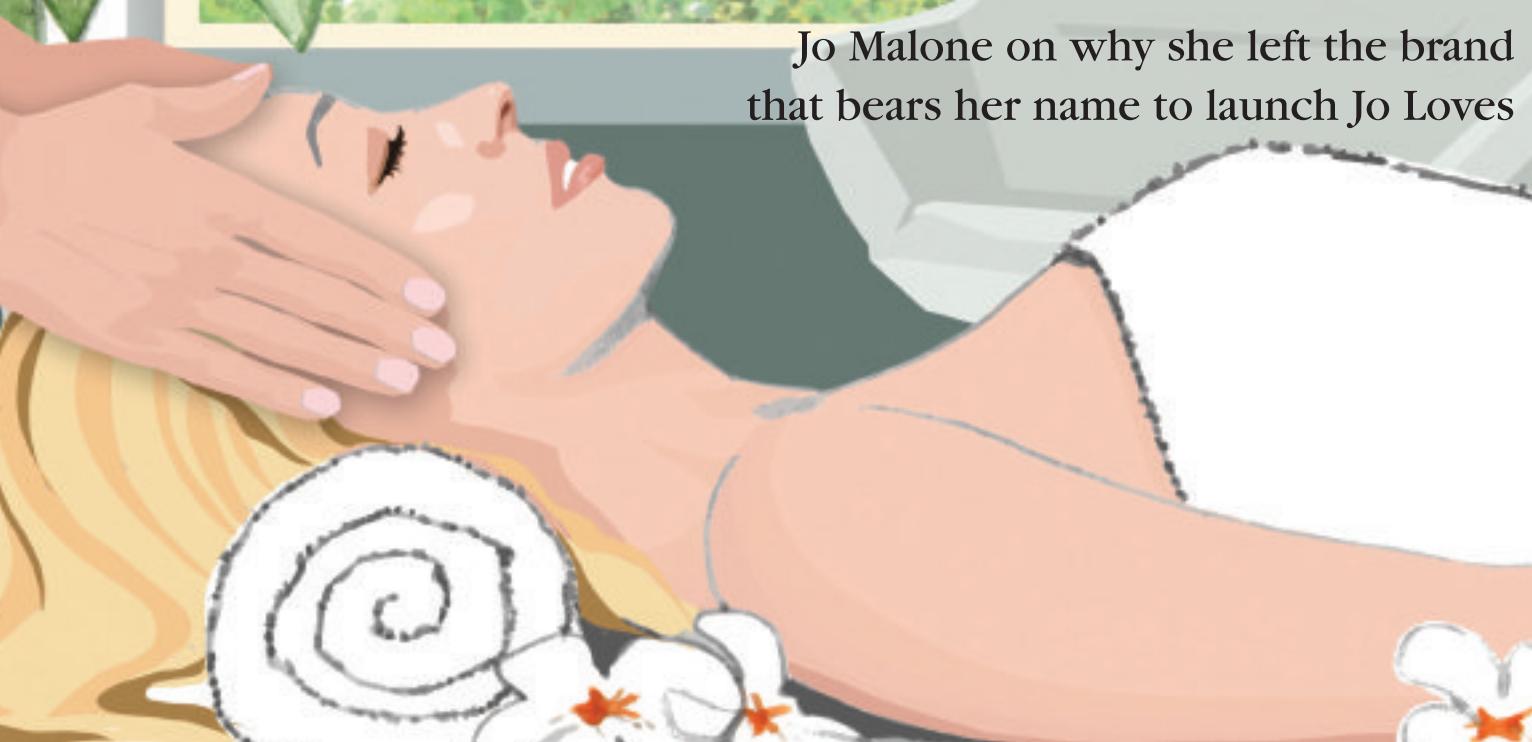
Keep trim in style

Merano  
magic

The ultimate detox  
in the Dolomites

## On the scent

Jo Malone on why she left the brand  
that bears her name to launch Jo Loves





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# *Editor's Letter*

**H**appy new year to one and all! I do hope that by the time you are reading this, you feel thoroughly rested post the festive season and that the Christmas jollities have all gone smoothly and to plan – turkeys golden and uncharred, presents all bought with time to spare etc etc – and all minus familial discord. Then again, you may, like most of us, feel somewhat exhausted by the relentless merrymaking and feel desperate to detox, quite happy not to look a glass of champagne square in the face for a full month, allowing our systems to finally recover from the onslaught. Perhaps this year, we should take inspiration from those rigorously dedicated Olympic athletes who will be descending upon our city in just a matter of months now and eschew the indulgence for something a little more healthy.

To this end, we've decided to look towards the things in life that are more conducive to wellbeing. One woman who knows all about such things is Jo Malone, the nose behind the stratospherically famous eponymous luxury fragrance and candle brand. She tells Rupa Sudra about why she made the monumental decision to walk away from the brand that bears her name to set up Jo Loves and all the twists and turns it entailed. Read all about it on page 20.

Elsewhere, Lucie Greene picks the most stylish sportswear in which to get fit (page 53), Christena Appleyard jets off to the Dolomites to check in to Palace Merano – beloved of the German chancellor and footballers alike – for a full body MOT and some practical nutrition advice (page 75), we round up some of the best spas, beauty treatments and products in the area (from page 59), and personal trainer to the stars Louise Parker lets us into her world on page 107. But for those who resolutely refuse to get in on the detox act, we also guide you through the best places in London to tuck in to some seriously good tea and cake (and finger sandwiches and scones)... which is all most civilized (page 94). And finally, don't miss our fashion shoot starring the timelessly beautiful Sophie Anderton, styled by Francesca Barrow of Faconnier and photographed at Rubelli's Chelsea showroom (page 47).

I do hope you have a happy, healthy start to 2012 – we shall meet again in February, when we shall doubtless be itching to crack open the champagne in time for Valentine's Day. Until then...



**Nancy Alsop**  
Acting Editor

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Advertisement Design and Support provided by Archant Production Services

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ARCHANT LONDON



Front cover by Rebecca Lea Williams, [rebeccawilliamsart.com](http://rebeccawilliamsart.com)



# A nose for business

Beauty entrepreneur Jo Malone is back with a new fragrance brand and this time she's doing things differently. She tells **Rupa Sudra** why after a false start she's ready to conquer the world again



Jo Malone is talking about the last time she gave her husband a fright. "I remember saying to Gary that I wanted to pull the launch. He turned ashen and looked as if he was going to be sick! He didn't say anything for a few hours and then he came around," she laughs warmly. We're sitting in the expansive beauty hall in Oxford Street's Selfridges store, where Malone has just addressed the UK press about her new venture Jo Loves.

Yes, the 48-year-old did stall the initial launch, much to the dismay of her husband of 26 years, but she had good reason to. It was actually Malone's keen sense of smell that was telling her something was amiss. She could detect that the key ingredient in two of the scents wasn't of the right quality. Once her perfumers unravelled the fragrances, they agreed and made the change.

"And then, the minute I got it [the scents] right, I knew those four fragrances were the best I could produce and that's what was important to me. Yes, it did cost me some money but it saved my reputation, and that to me is more important," she says with sagacity.

The petite blonde who hails from a council estate in Bexleyheath, Kent, has always shown entrepreneurial zeal. She started out in the floristry business before following in her mother's footsteps and becoming a facialist. In 1993, spurred on by Gary, she created her Facial Clinic in Chelsea, and developed creams on the side.

Her client list grew rapidly, but it wasn't until the early 90s that she began to experiment with fragrance and created a bath oil which her clients snapped up. She opened her first store in 1994 and rapidly expanded across the UK and Ireland.

But it was when she sold her sought-after Jo Malone brand to beauty giant Estee Lauder in 1999 that Malone's reputation really took off. She stayed on as creative director and founder, and her nose for fragrance and keen business sense elevated the brand to

flourishing international success.

Five years later however, Malone was diagnosed with breast cancer and there began her two-year battle. After undergoing gruelling chemotherapy, having a mastectomy and then choosing to have a prophylactic mastectomy, she received the all-clear and was soon back to the day job.

But in 2006, she decided to make the hardest decision of all and walked away from the brand she had built from scratch. "I cried a lot about not being part of something I truly loved, but I felt in my soul that it was the right time to go. And I know now in

hindsight that it was."

Since then, Malone has starred in a successful TV series *High Street Heroes*, which saw her helping budding British entrepreneurs start up their own businesses. Her direct can-do attitude made her an instant hit in front of the camera – audiences liked the fact that she was honest but equally down-to-earth. Initially though, she didn't feel television was for her, and even told the producer she had made a huge mistake.

But once the TV execs reassured her it was the 'true her' that they wanted to see, Malone gave it her all. She also spent a lot of

**"I cried a lot about not being part of something I truly loved, but I felt in my soul that it was the right time to go. And I know now in hindsight that it was"**



time cooking, which inspired her to play with food, flavours and colours for the first time.

Malone realised, she tells me, that these instincts acted as a spur for her to create fragrance once more. "I love this [beauty] industry. It's the one thing I can do really well. I am horribly dyslexic and I can't do lots of other things but I can create fragrance."

"Jo Loves is who I am right now at this moment in time. I love the vibrancy and the colour. It's not for the fainthearted – it definitely makes a statement." She pauses, and then adds: "I deliberately wanted to move away from something conventional to something that was very different."

It is though, she says, an unrecognisable world to when she started out. "When I launched Jo Malone it was with a lot of naivety, but now I am not as naïve which is bit scary. I have always been somebody that lives on the edge that is prepared to push and do it differently. There was a point in October last year where I felt that I had bitten off more than I could chew. And I don't normally

# local life

say that, but it was tough. Those moments can be difficult but you have to think around them. That's what business is about: thinking differently.

"If I looked at my life 25 years ago, Jo Malone was who I was and I loved every minute of it," she smiles. "I think it was very much a product I created for others whereas, with Jo Loves, there is an intimacy about the brand and moments I felt I captured. It feels like who I am now – life goes on, you travel, you change and so do your perceptions."

**"The minute I got it right, I knew those four fragrances were the best I could produce. Yes, it cost me money but it saved my reputation and that to me is more important"**

At the November launch, she released four new scents – Pomelo, Green Orange and Coriander, Orange Tulle, and Gardenia – inspired by her husband's cologne, Moroccan mint tea and New York in the rain. Only 12,000 of each scent were produced to give a 'limited-edition' feel to the launch – once everything sold-out, Malone closed the pop-ups.

"You have to create a hunger first – and I think we did it right. We did a few things wrong but the bulk and the heartbeat of this is right," she insists. In the coming weeks, she will announce the location of her flagship London store.

She is also keen to hear feedback and has created a phone app which allows customers to build their own creative mood board of smells they love. But taking another approach, while refreshing, has also been daunting. "When you do things differently, what people don't realise is that you make a lot of mistakes but you learn quickly."

And while the Jo Malone brand will remain close to her heart, the woman who was the architect of its success is keen to emulate if not top what it achieved.

"I want to plant my flag in the four corners of the earth again," she says, passionately. "There is nowhere I don't want to be. I want to be in China and in India when the market is ready."

And with that, the woman with a nose for fragrance and business, wafts away to check those all too crucial sales figures.



## WHICH JO LOVES... FRAGRANCE ARE YOU?

**Clean and crisp?** Pomelo  
**Soulful and sassy?** Green Orange and Coriander

**Fun and flirty?** Orange Tulle

**Rich and regal?** Gardenia

Jo Loves... can be purchased from [joloves.com](http://joloves.com)