



## Jo Malone: My Story

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## **Jo Malone: My Story** Jo Malone

Known around the world for her eponymous brand of fragrances and now her brand-new venture Jo Loves (soon to debut in the US), Jo Malone tells the remarkable and inspiring story of her rise from humble beginnings to beloved business success.

Jo Malone began her international fragrance and scented candle business in 1983 from her kitchen, where she made bath oils as thank-you gifts for her facial clients. She opened her first store in London in 1994, and in 1999 she sold the Jo Malone London brand to Estee Lauder Companies. Recently, she launched a new brand, Jo Loves, igniting the excitement of fashion and beauty converts all over the world.

Raised in government-subsidized housing in Kent in the early 1960s, Jo Malone left school as a teenager to care for her mother after she had a stroke. Jo had not been successful in school because of her dyslexia, but she had the ability to see and feel everything in scent. Her at-home beauty business and hand-made products became popular, and word of her talent spread until an international brand was born. After the sale of her company and the birth of her son, she was diagnosed with breast cancer and underwent treatment in New York. Thus began the second chapter of her life, and in this memoir, Jo tells her full amazing and inspiring personal story.

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