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Jo Malone Londonâ€™s limited edition evokes the British Isles

The brand partnered with Quadpack to develop the collection caps in FSCÂ®-certified wood decorated with a unique driftwood effect

Fragrance and luxury lifestyle brand Jo Malone London partnered with Quadpack to develop unique wooden caps for its new limited collection.

Each year Jo Malone London takes inspiration from their British heritage to create a unique collection of limited-edition fragrances, which play with unexpected ingredients to take you on a new and exciting fragrance journey. This year they introduced Wild Swimming. The inspiration behind the collection was the pursuit of swimming in natural bodies of water. This aquatic pastime connects swimmers with nature, which is really the heart of the experience, whether it takes place in a lake or river, secluded pond, or the open sea.

The natural beauty of the British Isles is explored in five limited-edition scents.

From crystal-clear shallows and bracing waves to hidden forest streams and city lidos, each fragrance captures a unique aquatic experience.

Wild swimming has a truly universal appeal, and, particularly in our current times, offers just about everyone an accessible experience of freedom in nature. Thatâ€™s something we were all inspired by and tried to celebrate in this collection.
â€” CÃ©line Roux, Global Head of Fragrance

The new Brit collection is presented in clear bottles and wooden etched lids, which perfectly complement the collection and take you on a journey to capture a unique aquatic experience. Made in FSCÂ®-certified wood, the 30ml and 100ml cologne caps, as well as the home candle lids are decorated with an innovative combination of techniques that provide a driftwood effect where every piece is unique.

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The wooden caps are sourced from sustainably-managed European forests and manufactured in Quadpack Wood, a pioneer in sustainable processes powered by renewable electricity and a biomass plant. The final driftwood aesthetics is obtained using the layering technique followed by a sanding process, creating exclusive patterns for each individual cap.

Quadpack Woodâ€™s expertise was essential in such an ambitious project. As leaders in wooden components for cosmetics, we have the best minds and technology required for the challenge. Paired with our decoration knowledge, this expertise brought to life Jo Malone Londonâ€™s unique caps with a marine touch.

Shop the story:

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.

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