

Precious orris inspires new Jo Malone London Cologne Intense fragrance

By **Hibah Noor** on January, 11 2016 | Fragrances, Cosmetics, Skincare & Haircare





Estée Lauder Companies-owned fragrance house Jo Malone London has introduced Orris & Sandalwood to its Cologne Intense collection.

The new fragrance, created by Jo Malone London Fragrance Director Celine Roux and Master Perfumer Pierre Négrin, is the first Cologne Intense that is not inspired by the Middle East.

The woody and floral fragrance is described as powdery and deep, evoking the scent of Tuscan hillsides with irises in bloom. Orris's woody intensity combines with creamy sandalwood and sensual amber.

Négrin said: "We wanted to work with orris because it's an extremely precious ingredient in perfumery. Orris is the root of the iris plant and it has been harvested in Tuscany for centuries,

originally by monks. This scent was about framing the orris to bring out its unique duality; it is both woody and powdery, floral and deep. We achieved this by using other woods as well as painting a picture of the iris flower itself.”

Cologne Intense Orris & Sandalwood is now available at Jo Malone London travel retail locations worldwide.