



## Jo Malone

**AUTHOR · CELEBRITY**

Most consumer brands die in the gap between a founder's instinct and the operational scale needed to compete. Building something distinctive is hard. Building it again, after selling, walking away, and starting from a kitchen table for the second time, is a different problem entirely. Senior teams want to know what survives that journey, and what gets left behind.

Jo Malone CBE is the British perfumer and entrepreneur who built Jo Malone London from a home kitchen, sold it to Estee Lauder, and founded a second category-defining fragrance brand, Jo Loves, with no formal qualifications and severe dyslexia behind her.

### Jo Malone's 2026 Biography

#### Why organisations work with Jo Malone

- She has built, sold, and rebuilt a luxury consumer brand from scratch. Few founders speaking on entrepreneurship can claim that arc twice.
- Her creative process is concrete: how a scent becomes a product, how a product becomes a counter, how a counter becomes a category. Useful for marketing, retail, and innovation teams who deal in intangibles.
- She speaks honestly about selling a business that carries your name, the non-compete years that follow, and the discipline of starting again. Rare territory for founder talks.
- Her story converts personal adversity into commercial argument without sentimentality. Dyslexia, leaving school at 13, and a cancer diagnosis at 40 are framed as inputs to how she built, not as motivational set pieces.
- She brings the credibility of a brand that defined a category, alongside the operator's view of what it took to do it.

#### Biography highlights

- Founded Jo Malone London in 1994; opened the first store in Walton Street, London; sold the company to The Estee Lauder Companies in 1999.
- Served as Creative Director of Jo Malone London after the sale, departing in 2006.
- Founded Jo Loves in 2011, building a second fragrance house from her kitchen table in London.
- Author of Jo Malone: My Story, published by Simon and Schuster UK in 2016.
- Co-presented BBC One's High Street Dreams (2010) with Nick Leslau,

#### AVAILABLE FOR

- After Dinner Engagement
- Guest Appearance

#### JO'S SPEAKING THEMES

- Business Model Innovation
- Creativity
- Customer Experience & Marketing
- Entrepreneurship
- Marketing & Branding

#### LANGUAGES: English

mentoring small product entrepreneurs.

- Awarded MBE in 2008 and CBE in the 2018 Queen's Birthday Honours for services to the British economy and the GREAT campaign.

## **Biography**

Jo Malone London opened on Walton Street in 1994 with a handful of scents and almost no marketing budget. By 1999 it had been acquired by The Estee Lauder Companies and built into one of the defining luxury fragrance houses of the next two decades. The founder stayed on as Creative Director until 2006, then left the brand that carried her name.

Five years of non-compete agreement followed. In 2011 she launched Jo Loves, again from a kitchen, this time with the experience of having scaled a category leader and the constraint of building a fragrance brand without trading on her own name in the way she had before. Two distinct businesses, both rooted in the same craft of scent as a commercial proposition.

The personal arc behind the businesses is unusually direct. Severely dyslexic, she left school at 13 and trained as a facial therapist. In 2003, two years after the sale to Estee Lauder, she was diagnosed with an aggressive form of breast cancer and treated in New York. Both episodes appear in the 2016 memoir *Jo Malone: My Story*, and in her speaking work, as material rather than backdrop.

For senior audiences the value is concrete. She has run the founder's job at two different stages, knows what acquisition does to a brand and to its founder, and can describe the specific decisions, pricing, packaging, retail design, distribution, that translated an idea into a category. Her CBE in 2018 was awarded for services to the British economy and the GREAT campaign, recognising the export weight of what she built.

## **Key speaking topics**

- Founder craft and consumer brand building
- Scaling luxury from kitchen table to global counter
- Selling a business that carries your name
- Reinvention after acquisition and non-compete
- Creativity as commercial discipline
- Resilience under personal and commercial pressure
- British creative industries on the international stage

## **Ideal for**

- Founders, CEOs, and boards of consumer, retail, and luxury businesses
- Marketing, brand, and product leaders building or repositioning premium propositions
- Innovation and creative teams translating intangible craft into commercial outcomes
- Leadership audiences working through acquisition, integration, or post-exit founder questions

## **Audience outcomes**

- A founder's account of how a category-leading brand is actually built, priced, and merchandised, told from inside the decisions
- A direct view of what selling and integration do to a business and its founder, useful to anyone preparing for or living through that transition

- A working example of creative discipline: how a scent, a candle, a counter become a coherent commercial proposition
- A grounded perspective on resilience, drawn from severe dyslexia, a cancer diagnosis, and starting twice from nothing
- Renewed conviction that craft and commercial scale are not opposites in consumer business

## Jo Malone's Videos



## What Jo Malone's clients say

Touching, realistic and full of determination, good insights from an entrepreneur at a late stage.

*News International*

## JO'S LATEST BOOKS



**Jo Malone: My Story**

## Jo Malone's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	<b>EUR</b>	<b>GBP</b>	<b>USD</b>
<b>Home Country</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>Asia Pacific</b>	Please enquire	Please enquire	Please enquire
<b>Europe</b>	Please enquire	Please enquire	Please enquire
<b>Middle East &amp; Africa</b>	Please enquire	Please enquire	Please enquire
<b>South America</b>	Please enquire	Please enquire	Please enquire
<b>United Kingdom</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>US East Coast</b>	Please enquire	Please enquire	Please enquire
<b>US West Coast</b>	Please enquire	Please enquire	Please enquire
<b>Virtual</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000