



JO MALONE

LONDON

JM2502 CHRISTMAS ORDER BOOK

ORDER CLOSE DATE : 12th of July

SHIP DATE : Direct shipment from vendor starting from beg of September

OCD : 15 OCTOBER 2024

LAUNCH OVERVIEW



Windows and instore update are mandatory in all doors to support the launch of our super star campaign Christmas .

All windows and instore need to be updated according to your store categorisation. Full store take over must be done in FSS , DS and perfumeries.

KEY: INNOVATION LIMITED LIFE REPACK													
FY25 EMEA ACTIVATION CALENDAR													
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
PRIMARY	REST OF EMEA	MEN'S (AMBASSADOR) (May 14 th , France – June 1 st)		COLOGNE INTENSE (HINOKI & CEDARWOOD, M&T & C&GV)		CHRISTMAS (CLASSIC)		COLOGNE INTENSE RE-PROMOTE (ROSE TAIF, SP & RH)		ENGLISH PEAR (MOTHER'S DAY GIFTING)		MEN'S (AMBASSADOR) C&GV REPROMOTE (C&GV HOME CANDLE & AOB)	
	ME	MEN'S (AMBASSADOR) (May 14 th , France – June 1 st)		COLOGNE INTENSE (HINOKI & CEDARWOOD, BRONZEWOOD & LEATHER, M&T)		CHRISTMAS (CLASSIC)		COLOGNE INTENSE RE-PROMOTE (ROSE TAIF, M&T & BW&L)	RAMADAN COLOGNE INTENSE RE-PROMOTE (ROSE TAIF, M&T & BW&L)			MEN'S (AMBASSADOR) C&GV REPROMOTE (C&GV HOME CANDLE & AOB)	
SECONDARY		WOOD SAGE & SEA SALT REPROMOTE (WSSS HOME EXTENSIONS)		TOWNHOUSE REPROMOTE (WBB STATEMENT SIZES)						BEACH BLOSSOMS HAND CREAM REPACK (APRIL)		EO CANDLE DIFFUSER EXTENSIONS I	
PLUG & PLAY (RETAILER EXCLUSIVE)				SEPHORA: (10ML TRAVEL SPRAY)							SEPHORA: FRANGIPANI		
LOCAL HTMS					DIWALI (INDIA)				RAMADAN (ME)		PASSOVER (ISRAEL)		
SPECIAL ACTIVATION		"PROJECT P" (Select Distribution)			BCC P&BS 10 ML WMHD	BFCM						CHARITY CANDLE/ WMHW	
Mandatory update in all doors													

WINDOW OVERVIEW TIER 1



WINDOW STRATEGY OVERVIEW TIER 1

For Flagship and High potential

All offered in regional production



If you have ...

A SINGLE WINDOW:

- Illuminated double arch
- Giant gold bow
- Giant factice (Christmas bow only)
- Full set of gold and silver plinths
- Window stickers
- Window bed cover

FOR FLAGSHIP HIGH VISIBILITY WINDOW
OPTIONAL ROTATIVE PLINTH

A SECONDARY WINDOW:

- Illuminated arch
- Lightbox visual in arch
- Giant gold bow
- Window stickers
- Window bed cover

WINDOW STRATEGY OVERVIEW TIER 2

For Growth potential

All offered in regional production



If you have ...

A SINGLE WINDOW:

- Non-Illuminated double arch
- Giant gold bow
- Giant factice (Christmas bow only)
- Full set of gold and silver plinths
- Window stickers
- Window bed cover

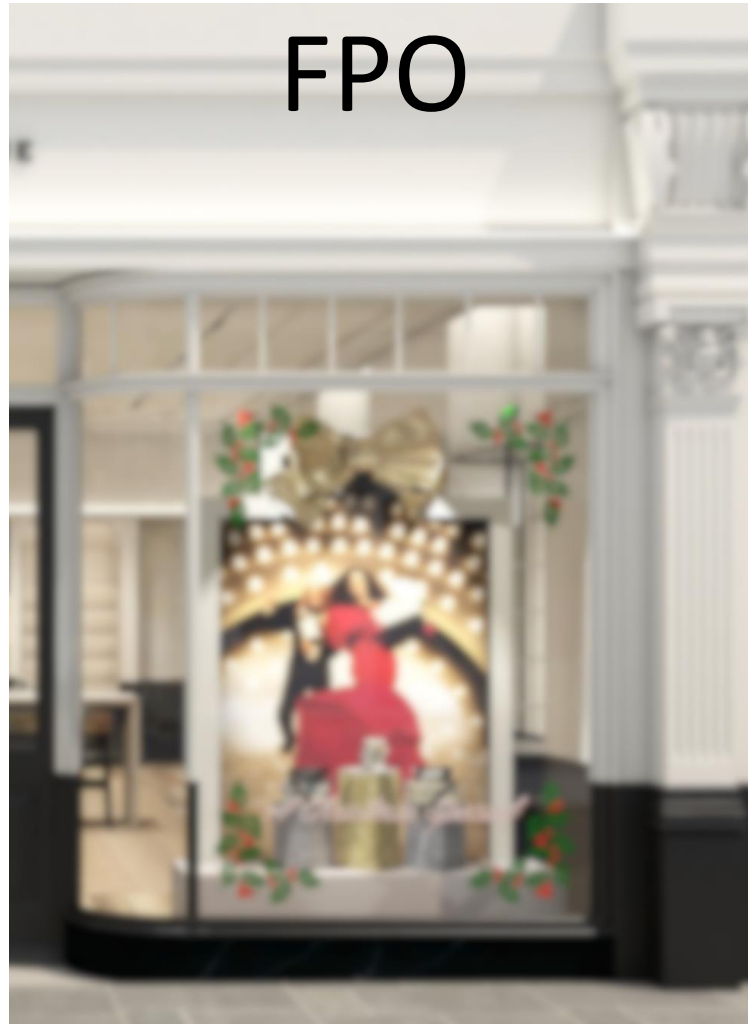
A SECONDARY WINDOW:

- Non-Illuminated arch
- Non illuminated visual in arch
- Giant gold bow
- Window stickers
- Window bed cover

WINDOW STRATEGY OVERVIEW TIER 3

For Incubator

All offered in regional production



PRIMARY & SECONDARY WINDOWS:

- Hanging visual
- Giant gold bow
- Window stickers
- Window bed cover
- 3 small plinths

PRIMARY WINDOW TIER 1 & TIER 2

LIT DOUBLE ARCH WITH GOLD BOW - TIER 1



GMW CODE	L55Q600001
ITEM NAME	LIT DBLE ARCH BOW
EST. PRICE	FROM 25 TO 35 : 3 500 €
DIMENSIONS	1800 H mm
MATERIAL	WOOD FSC
DESCRIPTION	With Lighting program

LIT DOUBLE ARCH WITH GOLD BOW - TIER 1



GMW CODE	L56B600001
ITEM NAME	LIT DBLE ARCH BOW Single Lighting
EST. PRICE	FROM 25 TO 35 : 2 400 €
DIMENSIONS	1800 H mm
MATERIAL	WOOD FSC
DESCRIPTION	Single lighting program

NON LIT DOUBLE ARCH WITH GOLD BOW - TIER 2



GMW CODE	L55D600001
ITEM NAME	NON LIT DBLE ARCH BOW
EST. PRICE	FROM 55 TO 70 : 1 900 €
DIMENSIONS	1800 H mm
MATERIAL	WOOD FSC
DESCRIPTION	NON LIT

SECONDARY WINDOW TIER 1 & TIER 2

LIT SIMPLE SQUARED ARCH WITH GOLD BOW - **TIER 1**



GMW CODE	L55B600001
ITEM NAME	LIT SIMPLE ARCH BOW
EST. PRICE	FROM 25 TO 40 : 2 370 €
DIMENSIONS	1800 H mm
MATERIAL	WOOD FSC
DESCRIPTION	VISUAL INCLUDED

NON LIT SIMPLE SQUARED ARCH WITH GOLD BOW - **TIER 2**



GMW CODE	L54Z600001
ITEM NAME	NO LIT SIMPLE ARCH BOW
EST. PRICE	FROM 25 TO 40 : 1 130 €
DIMENSIONS	1800 H mm
MATERIAL	WOOD FSC
DESCRIPTION	VISUAL INCLUDED

PRIMARY AND SECONDARY WINDOW TIER 3

HANGING VISUAL - TIER 3



GMW CODE	L53Z700001
ITEM NAME	HANGING VISUAL
EST. PRICE	FROM 5 TO 9 : 290 € FROM 10 TO 14 : 215 € FROM 15 TO 20 : 180 €
DIMENSIONS	1040L * 1400H mm
MATERIAL	CARDBOARD FSC
DESCRIPTION	DOUBLE SIDED

WINDOW PLINTH TIER 1 & TIER 2 & TIER 3

PLINTH SET - TIER 1 – FLAGSHIP ONLY



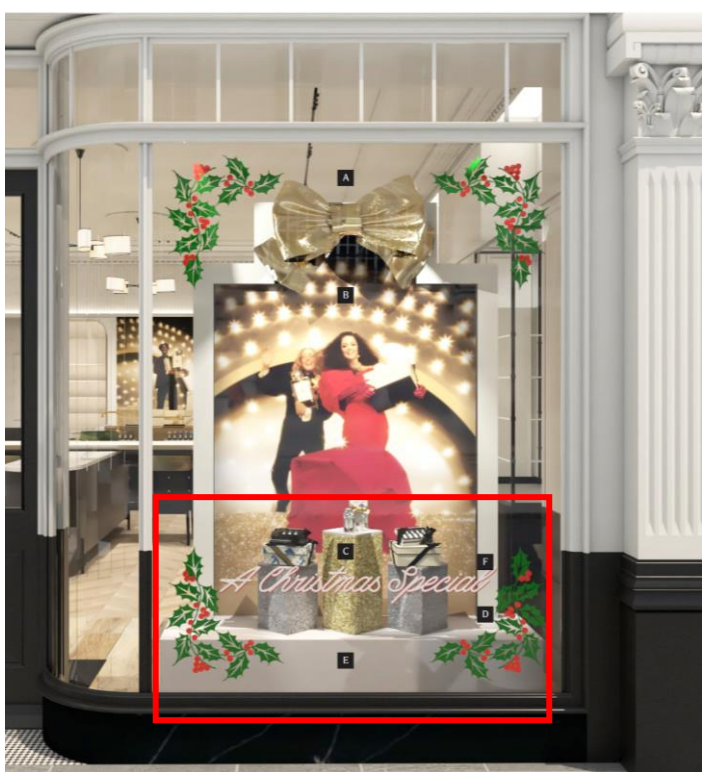
GMW CODE	L54S600001
ITEM NAME	SET OF ROTATIVE PLINTHS
EST. PRICE	FROM 25 TO 40 : 1 500 €
DIMENSIONS	TBC
MATERIAL	WOOD FSC
DESCRIPTION	4 x sliver - rotative 3 x Gold - only the biggest rotative

PLINTH SET - TIER 1 & TIER 2

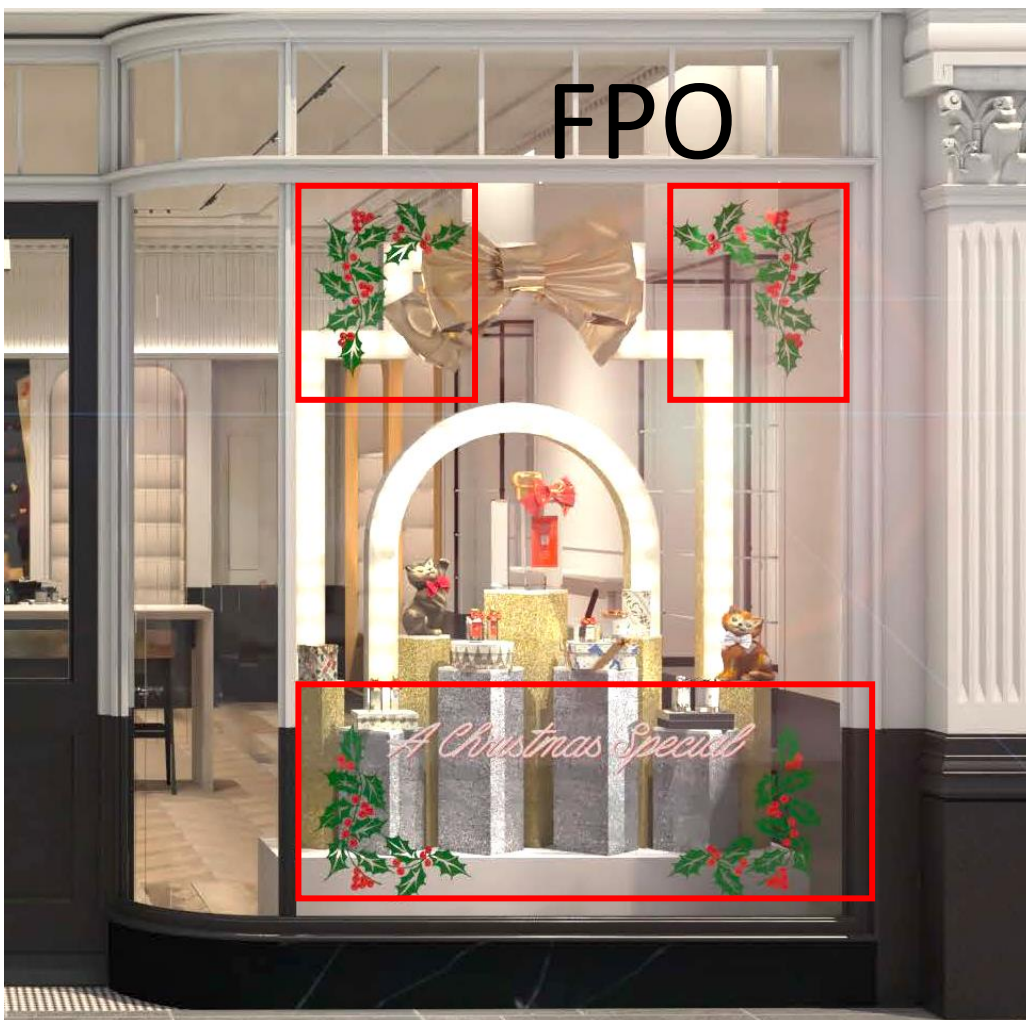


GMW CODE	L54Q600001
ITEM NAME	SET OF NON ROTATIVE PLINTHS
EST. PRICE	FROM 25 TO 40 : 1 060 €
DIMENSIONS	TBC
MATERIAL	WOOD FSC
DESCRIPTION	4 x sliver 3 x Gold

PLINTH SET - TIER 3



GMW CODE	L54D600001
ITEM NAME	SET OF 3 PLINTHS
EST. PRICE	FROM 10 TO 15 : 310 €
DIMENSIONS	TBC
MATERIAL	WOOD FSC
DESCRIPTION	2x sliver 1 x Gold



All Windows and Trade

GMW CODE	L53S700001
ITEM NAME	SET OF STICKERS
EST. PRICE	FROM 70: 80 €
DIMENSIONS	TBC
MATERIAL	PVC FREE
DESCRIPTION	TAGLINE + CHRISTMAS CORNER DECORATION

WINDOW BED COVER



All Windows and Trade

GMW CODE	L54B700001
ITEM NAME	PodiumWrap WINDOW BED
EST. PRICE	FROM 30 TO 39: 90 €
DIMENSIONS	2000mm x 1000mm
MATERIAL	PVC FREE
DESCRIPTION	Cream Sticker vinyl for window bed and instore wrapping.

WINDOW & INSTORE GIANT FACTICE RED BOW



- For the top of bays, markets are allowed to use a standard giant factice (cream label and chrome cap) and to update only the bow, part of the offering.
- Please forecast Christmas boxes order following your VM needs

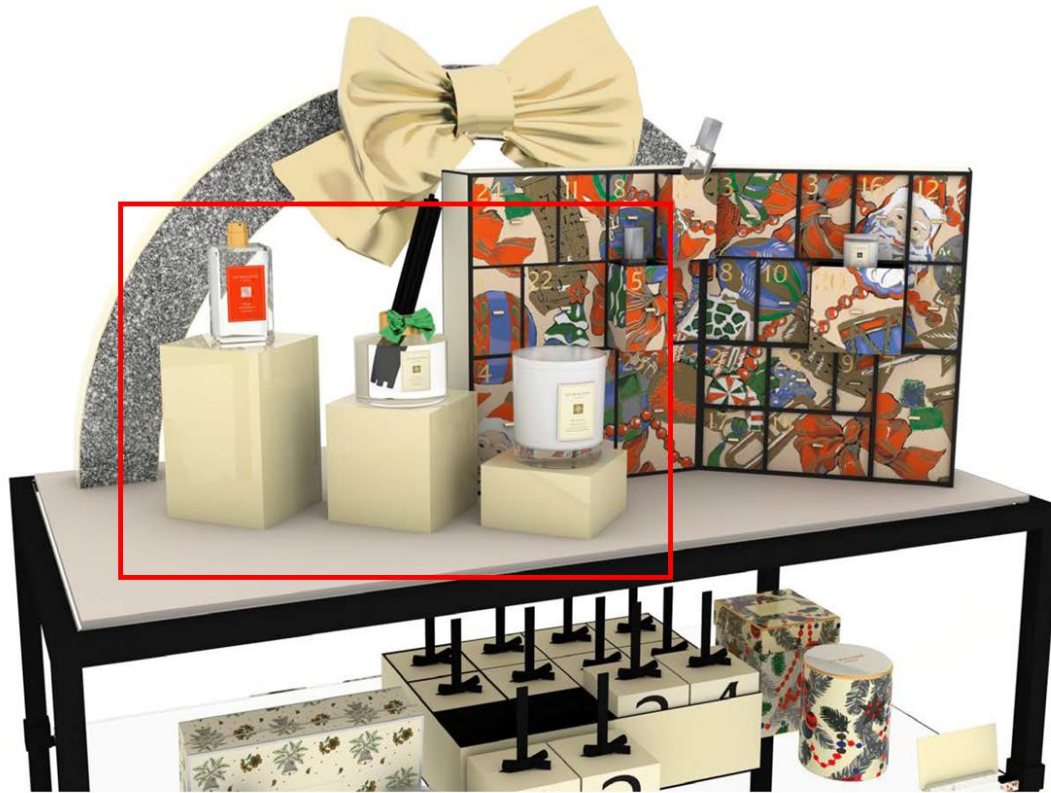
GMW CODE	L52S600001
ITEM NAME	Red Bow
EST. PRICE	FROM 60 TO 90 : 50 €
DIMENSIONS	TBC
MATERIAL	TBC
DESCRIPTION	• WINDOW TIER 1 • WINDOW TIER 2 • TRADE • TOP BAY IN STORE

INSTORE RISER FOCUS



GMW CODE	L53Q600001
ITEM NAME	Small focus riser
EST. PRICE	FROM 150 : 185 €
DIMENSIONS	350mm x 230 x 20mm H
MATERIAL	Wood FSC
DESCRIPTION	2 PODIUMS + ARCH + BOW Small focus riser for discovery table, Bay focus or etagere

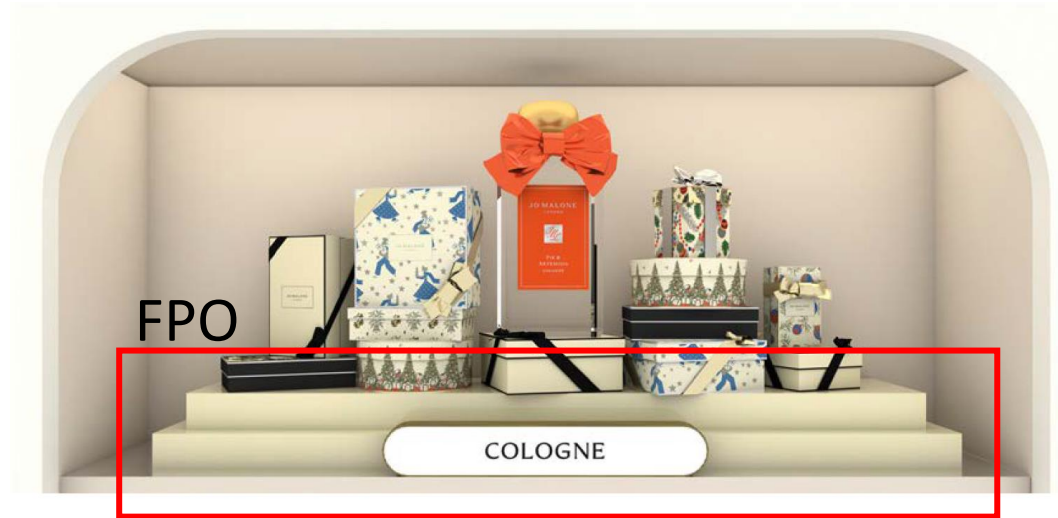
INSTORE FOCUS ETAGERE



GMW CODE	L53D600001
ITEM NAME	Focus etagere
EST. PRICE	FROM 150 : 155 €
DIMENSIONS	100mm x 100mm x H 50mm - 100mm and 150mm
MATERIAL	Wood FSC
DESCRIPTION	• Small plinth Set of 3 • Cream glossy finish

INSTORE TOP OF BAY NRE

LARGE PODIUM - TOP OF BAY – 140 CM



GMW CODE	L53B600001
ITEM NAME	LARGE PODIUM
EST. PRICE	FROM 192 : 90 €
DIMENSIONS	1400 mm x 220mm x 100mm H
MATERIAL	Wood FSC
DESCRIPTION	TRADE 2 PODIUMS

SMALL PODIUM - TOP OF BAY – 90CM



GMW CODE	L52Z600001
ITEM NAME	SMALL PODIUM
EST. PRICE	FROM 192 : 70 €
DIMENSIONS	900 mm x 220mm x 100mm H
MATERIAL	Wood FSC
DESCRIPTION	TRADE 2 PODIUMS

ORDER RECAP WINDOW ELEMENTS

Codes	ITEM NAME	GMW PRICE
L55Q600001	LIT DBLE ARCH BOW	FROM 25 TO 35 : 3 500 €
L56B600001	LIT DBLE ARCH BOW Single Lighting	FROM 25 TO 35 : 2 400 €
L55D600001	NON LIT DBLE ARCH BOW	FROM 55 TO 70 : 1 900 €
L55B600001	LIT SIMPLE ARCH BOW	FROM 25 TO 40 : 2 370 €
L54Z600001	NO LIT SIMPLE ARCH BOW	FROM 25 TO 40 : 1 130 €
L53Z700001	HANGING VISUAL	FROM 5 TO 9 : 290 € FROM 10 TO 14 : 215 € FROM 15 TO 20 : 180 €
L54S600001	SET OF ROTATIVE PLINTHS	FROM 25 TO 40 : 1 500 €
L54Q600001	SET OF NON ROTATIVE PLINTHS	FROM 25 TO 40 : 1 060 €
L54D600001	SET OF 3 PLINTHS	FROM 10 TO 15 : 310 €
L53S700001	SET OF STICKERS	FROM 70: 80 €
L54B700001	WINDOW BED	FROM 30 TO 39: 90 €
L52S600001	DisplayProp RED BOW	FROM 60 TO 90 : 50 €
L53Q600001	SMALL FOCUS RISER	FROM 150 : 185 €
L53D600001	FOCUS ETAGERE	FROM 150 : 155 €
L53B600001	LARGE PODIUM	FROM 192 : 90 €
L52Z600001	SMALL PODIUM	FROM 192 : 70 €

WHAT TO ORDER – DESIGN TIER 1

TIER1 PRIMARY **FLAGSHIP** WINDOW (ROTATIVE)



TO ORDER:
ORDER COST: **6 280 €**

QTY	CODE	DESCRIPTION
1	L54B700001	WINDOW BED
1	L55Q600001	LIT DOUBLE ARCH WITH GOLD BOW with dynamic lighting
1	L54S600001	SET OF PLINTH (rotative)
1	L54Q600001	SET OF PLINTH (non rotative)
1	L52S600001	FACTICE UPDATE
1	L53S700001	WINDOW STICKER

TIER1 PRIMARY (NON ROTATIVE) WINDOW



TO ORDER:
ORDER COST: **3 680 €**

QTY	CODE	DESCRIPTION
1	L54B700001	WINDOW BED
1	L56B600001	LIT DOUBLE ARCH WITH GOLD BOW without dynamic lighting
1	L54Q600001	SET OF PLINTH (non rotative)
1	L52S600001	FACTICE UPDATE
1	L53S700001	WINDOW STICKER

TIER 1 SECONDARY WINDOW



TO ORDER:
ORDER COST: **2540 €**

QTY	CODE	DESCRIPTION
1	L54B700001	WINDOW BED
1	L55B600001	LIT SIMPLE SQUARED ARCH WITH GOLD BOW + INTEGRATED VISUAL
1	L53S700001	WINDOW STICKER

WHAT TO ORDER – DESIGN TIER 2

TIER2 PRIMARY WINDOW



TO ORDER:
ORDER COST: 3 180 €

QUANTITY	CODE	DESCRIPTION
1	L54B700001	WINDOW BED
1	L55D600001	NON LIT DOUBLE ARCH WITH GOLD BOW
1	L54Q600001	SET OF PLINTH NON ROTATIVE
1	L52S600001	FACTICE UPDATE
1	L53S700001	WINDOW STICKER

TIER 2 SECONDARY WINDOW

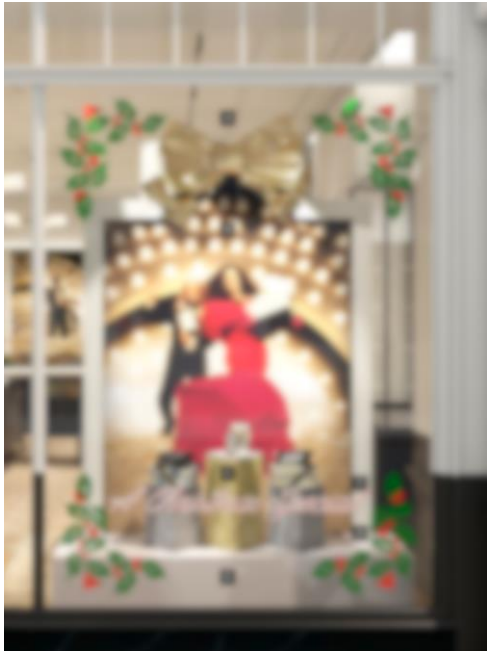


TO ORDER:
ORDER COST: 1 300 €

QUANTITY	CODE	DESCRIPTION
1	L54B700001	WINDOW BED
1	L54Z600001	NON LIT SIMPLE SQUARED ARCH WITH GOLD BOW + INTEGRATED VISUAL
1	L53S700001	WINDOW STICKER

WHAT TO ORDER – DESIGN TIER 3

TIER 3 PRIMARY WINDOW

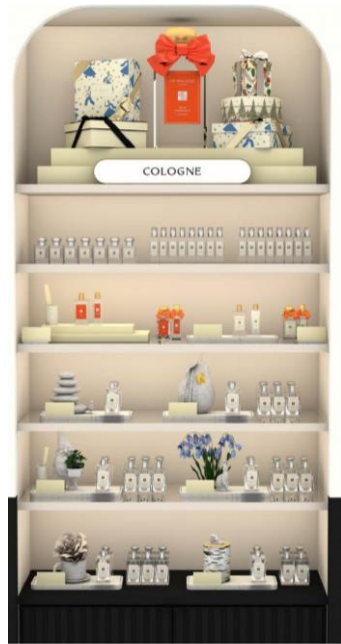


FPO

TO ORDER:
ORDER COST: 695 €

QUANTITY	CODE	DESCRIPTION
1	L54B700001	WINDOW BED
1	L53Z700001	HANGING VISUAL
1	L54D600001	SET OF 3 PLINTH
1	L53S700001	WINDOW STICKER

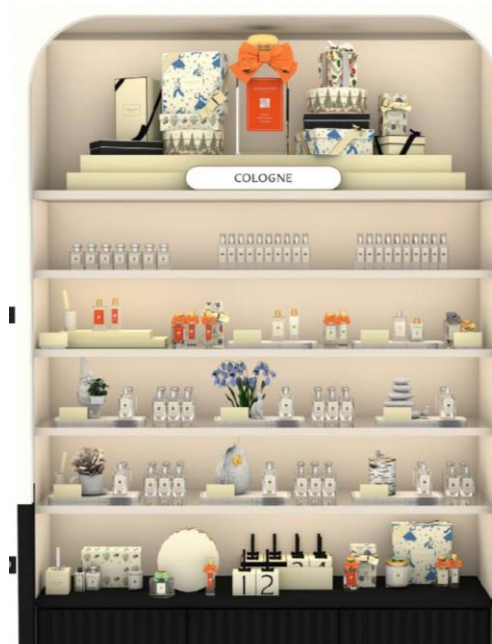
WHAT TO ORDER – BAY NRE



FPO

TO ORDER:
ORDER COST: **305 €**

QUANTITY	CODE	DESCRIPTION
1	L52Z600001	Top of bay podium 1M
1	L52S600001	GIANT FACTICE UPDATE RIBBON
1	L53Q600001	Christmas riser with bow



FPO

TO ORDER:
ORDER COST: **325 €**

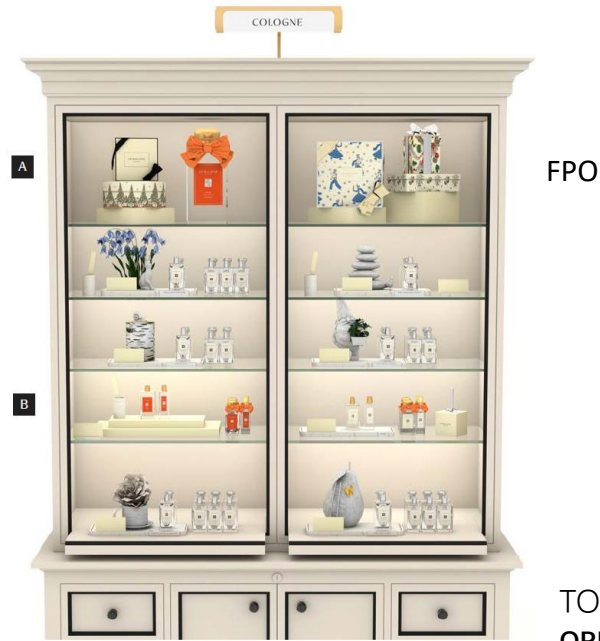
QUANTITY	CODE	DESCRIPTION
1	L53B600001	Top of bay podium 1,5M
1	L52S600001	GIANT FACTICE UPDATE RIBBON
1	L53Q600001	Christmas riser with bow

WHAT TO ORDER – BAY NRE



TO ORDER:
ORDER COST: 235 €

QUANTITY	CODE	DESCRIPTION
1	L52S600001	GIANT FACTICE UPDATE RIBBON
1	L53Q600001	Christmas riser with bow



TO ORDER:
ORDER COST: 235 €

QUANTITY	CODE	DESCRIPTION
1	L52S600001	GIANT FACTICE UPDATE RIBBON
1	L53Q600001	Christmas riser with bow



TO ORDER:
ORDER COST: 235 €

QUANTITY	CODE	DESCRIPTION
1	L52S600001	GIANT FACTICE UPDATE RIBBON
1	L53Q600001	Christmas riser with bow

KEY CONTACTS

VISUAL MERCHANDISING

Matthieu Sautron
msautron@elceurope.com

Laurie Rodrigues Cachopo
lrodriguescachopo@estee.com

Houyem ZALEGH
hzalegh@elceurope.com

PRODUCTION & DEVELOPMENT

Juliette PIETU
jpietu@elceurope.com

Sara ZNINA
sznina@elceurope.com

SUPPLY CHAIN

Vanida PRATHOUMMACHITH
vprathoummachith@elceurope.com