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**KITCHEN cosmetics**

**Jo Malone got her start at her mother's kitchen counter. Today she boasts her own counters all over the world**



Malone's Vintage Gardenia Collection from top: cologne 3.4 fluid ounces (\$80), cologne 1 fluid ounce (\$48), bath oil 8.5 fluid ounces (\$60), body cream 5.9 fluid ounces (\$75) and at left, home candle (\$65).



\*Malone's perfumes rest by the window on a rainy London afternoon. Her 13 fragrance lines range from \$20 shampoo to \$100 bath oil.



Jo Malone was destined to run a cosmetics empire. As a child, she remembers kitchen sessions with her mother -- who created skin care products -- mixing creams and cleansers. Or helping her father, an artist, sell his paintings at the local market. Today, as the director of an international skin care line, Malone applies these lessons to running her own company.

Malone thinks it is essential to believe 100 percent in your product and to surpass customer expectations, principles that influenced her decision to open her new store at Wynn Las Vegas. "They exceed people's expectations," she said of the Wynns. "It isn't about the hotel, it's about giving people the product they are paying for and providing them with some entertainment in the process." This "entertainment" often comes in the form of telling customers stories or creating an environment they'll remember after they leave the store.

Creating a perfume may take a day or 10 years, Malone said. "When I design fragrances I don't look at what other people are doing or what the industry benchmarks are, I do it from the gut." She uses her travels and the people she meets as inspiration as she develops a fragrance in her head. "It's the only way I've ever worked," she said. "If I were in a corporate environment, I couldn't function."



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Malone's store clerks educate customers about proper products and application techniques. Left: Green Tea & Honey Eye Cream (\$50), Massgae Brush (\$25), Protein Skin Serum (\$75), Vitamin E Gel (\$90).

Malone's Orange Blossom body cream developed out of her love for the Hotel Bel-Air. "It's a tiny hotel in the Hollywood Hills that smells of orange blossoms. When I smell it, I am reminded of arriving in a car and opening the door and smelling the blossoms."



Malone's super hydrating Vitamin E gels in 30 ml jar (\$90) and Lip Conditioner (\$20).

For her Vintage Gardenia perfume -- which marked Malone's 10 years in retail -- she searched high and low for the missing ingredient that would differentiate her fragrance. Finally, she found it while eating at a Mexican restaurant in New York. Malone was served coffee with a cinnamon stick and a bit of cardamom, she recalled. "It was exactly what I was looking for. The cardamom was exactly the note I wanted. It permeates without saturating."

In Malone's new store, she will offer what she calls "fragrance combining." This technique involves working with an individual to pick out a base scent,

then teaching the customer to mix it with another fragrance to make it a bit more spicy or floral. "Imagine Vintage Gardenia is your little black dress," she said. "I'm simply showing different ways to accessorize it."

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Malone expects her store to challenge the way people think and wants to facilitate an atmosphere for customers to learn about proper skin care. "It's about how we teach and educate," she said. "If someone walks out the door with one product and they really get it, my heart skips a beat."

She also gets satisfaction from creating memories for others. "I love when mums bring in their teenagers. She may sit by the skin care counter and the teenagers go over and play with the fragrance combining," Malone said. "Now they're not going to buy anything at 13 or 14, but they're building happy memories of being out with mum at Jo Malone. I love that."

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