

Kim Soo Hyun Joins Jo Malone London as APAC Brand Ambassador

Jo Malone London proudly announces award-winning South Korean actor Kim Soo Hyun as its new APAC Brand Ambassador. Known for his exceptional talent and dedication to storytelling, Kim Soo Hyun embodies the brand's ethos of craftsmanship and creativity, making him the perfect choice to represent Jo Malone London across the Asia-Pacific region.



This exciting partnership kicks off with Jo Malone London's signature Gifting Season this November. From the Advent Calendar to the newly launched Fir & Artemisia Cologne, the brand invites you to immerse yourself in festive fragrances and thoughtfully curated gift sets that capture the spirit of the season.

A Star's Favorite: Hinoki & Cedarwood Cologne Intense

Kim Soo Hyun highlights one of his personal favorites, the latest addition to the Cologne Intense collection — Hinoki & Cedarwood Cologne Intense.

