

Jo Malone London partners with UK actor Tom Hardy in latest campaign



Tom Hardy has a very personal relationship with Jo Malone London Cypress & Grapevine Cologne Intense

Jo Malone London, part of The Estée Lauder Companies, has partnered with British actor and producer Tom Hardy in a campaign for the brand's Cypress & Grapevine Cologne Intense.

The London-born actor is known for cerebral performances that showcase his depth, complexity and

versatility as an actor. Bonded by British roots, a playful creative demeanor and a shared dedication to social impact and mental health, Jo Malone London said Hardy was an obvious choice of male ambassador for Cypress & Grapevine Cologne Intense.

‘It has been a privilege and great joy to collaborate with Jo Malone London on this campaign,’ he said. ‘What started as a shared connection and passion over similar philanthropic pursuits has since evolved into a wonderfully rewarding creative partnership, rooted in a shared commitment to making a long-term positive impact. It was a wonderful experience to work alongside such a brilliant team, helping to create a film that not only challenged us to visualize fragrance in new ways but was also evocative of the London we love; a city that embodies the exceptional and the contradictory in all its brilliance.’

The Exceptional and The Contradictory campaign film centers around London at nightfall, with a script written by Hardy’s father, Chips Hardy. It is directed by Edward Berger, with cinematographer James Friend and composer Volker Bertelmann. According to Jo Malone London, the cinematic result of the partnership ‘not only underpins a liberating sense of pride in being a Londoner but speaks to Tom’s relationship with scent and the powerful role it plays in storytelling’.

Jo Dancey, Senior Vice President Global General Manager of Jo Malone London, commented, ‘Tom is undeniably a huge talent. He is intelligent, compassionate, generous and thoughtful. But it was his willingness to be involved beyond being just a face of a campaign that really struck us. This is a true partnership that celebrates both the roots of Jo Malone London and Tom’s hometown.’

‘We have come together as creatives to challenge the perception of fragrance advertising, alongside having a real affinity with our shared values of mental health, continuing to spotlight the importance of taking the conversation further. It is a true privilege to have Tom as part of the Jo Malone London family.’

Cypress & Grapevine Cologne Intense is a fresh and woody cologne which combines notes of cypress trees with the warmth of grapevine and the sensuality of amber. The distinctive and bold scent for men is one Hardy has long worn, hence he has a very personal relationship with this Jo Malone London cologne.

‘To me, Cypress & Grapevine Cologne Intense is a wonderfully classic vintage and earthy scent,’ he added.