

The Estée Lauder Companies and Jo Malone London Introduce AI-Powered Scent Advisor Experience

New AI Scent Advisor built with Google Cloud's AI bridges the gap between curiosity and confidence in online fragrance discovery

NEW YORK, NY (December 2, 2025)— The Estée Lauder Companies Inc. (NYSE: EL) and Jo Malone London today announced the launch of the Jo Malone London Scent Advisor, an innovative, AI-powered digital experience designed to help customers discover their perfect fragrance through an intuitive, conversational journey, bridging the gap between curiosity and confidence in online fragrance discovery.

Online fragrance shopping often lacks the sensory cues of in-store experiences, making it difficult for consumers – especially first-time buyers – to select a scent confidently. The Jo Malone London AI Scent Advisor addresses this challenge by merging cutting-edge AI with the fragrance house's deep scent expertise and consumer insights, creating an experience that feels personal, playful, and distinctly Jo Malone London.

Now available on JoMalone.com in United States and United Kingdom, the Jo Malone London AI Scent Advisor leverages advanced artificial intelligence to digitally recreate the Jo Malone London's signature in-store consultation experience. The tool invites customers to describe the kind of scent they're looking for in their own words, whether for themselves or a gift. Using **Google's Gemini and Google Cloud's Vertex AI platform**, the chat interprets natural language responses and maps them to Jo Malone London's olfactory data attributes to generate bespoke, expert-informed fragrance recommendations.

"We are entering a new era of digital scent discovery where AI can bridge the gap between curiosity and confidence," said **Jo Dancey, Global Brand President, Jo Malone London**. "With the launch of our AI Scent Advisor, we're strengthening the way consumers explore scents, bringing the Jo Malone spirit of curiosity and creativity to online fragrance discovery. This smart advisor lets people describe in their own words what they're drawn to and translates that into meaningful, tailored scent recommendations. It's designed to feel like having one of our fragrance experts at your side, wherever you are."

The Jo Malone London Scent Advisor is built by The Estée Lauder Companies' AI and Innovation teams, combining proprietary data, brand expertise and AI capabilities of Google Cloud to enhance the beauty experience across touchpoints. This announcement comes off the heels of the opening of The Estée Lauder Companies' Fragrance Atelier in Paris last month, a key moment for the company as it reaffirms fragrance as a key strategic growth driver for the company—one that will continue to accelerate its momentum in this dynamic and fast-growing category.

"This innovation marks a pivotal step in The Estée Lauder Companies' ongoing commitment to leveraging technology to elevate consumer experiences," said **Brian Franz, Chief Technology, Data & Analytics Officer, The Estée Lauder Companies**. "It reimagines what personalized digital experiences can feel like while unlocking deeper insights into our consumers and their preferences. By powering AI-driven innovation, we are bringing to market products and experiences that truly resonate with our consumers."

"Our partnership with The Estée Lauder Companies is a great example of how Google Cloud's AI capabilities can solve complex business challenges while preserving what makes a brand distinctive," said **Jose Gomes, VP, Retail & Consumer Packaged Goods, Google Cloud**. "What's notable here is the deep collaboration between technology providers and industry leaders who understand their customers and their craft. The result is delivering expert, personalized guidance online, demonstrating how companies can deploy AI to enhance what they already do well."

The launch marks the latest milestone in Jo Malone London's continued exploration of digital innovation and personalised experiences, following recent initiatives such as the brand's Scent Layering tool and TikTok fragrance filter.

Follow Jo Malone London on TikTok, Instagram, Facebook, X, YouTube, LinkedIn and Pinterest @JoMaloneLondon

About Jo Malone London

Since 1994 Jo Malone London has created a palette of exquisitely simple, elegant scents and curated a world where every sense is indulged. Acquired by The Estée Lauder Companies Inc. in 1999, today the brand is internationally known for its unexpected fragrances and distinctly British character.

About The Estée Lauder Companies Inc.

The Estée Lauder Companies Inc. (ELC) is one of the world's leading manufacturers, marketers, and sellers of quality skincare, makeup, fragrance, and hair care products, and is a steward of luxury and prestige brands globally. The company's products are sold in approximately 150 countries and territories under brand names including: Estée Lauder, Aramis, Clinique, Lab Series, Origins, M·A·C, La Mer, Bobbi Brown Cosmetics, Aveda, Jo Malone London, Bumble and bumble, Darphin Paris, TOM FORD,

Smashbox, AERIN Beauty, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, KILIAN PARIS, Too Faced, Dr.Jart+, the DECIEM family of brands, including The Ordinary and NIOD, and BALMAIN Beauty.

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