Jo Malone London is a luxury British lifestyle brand that was bought by the Estee Lauder Companies Inc. in 1999. The Jo Malone London website, http://www.jomalone.co.uk/ is an online store, showcasing products and new collections. The company's use of images and video, colour, and layout and shape to appeal to their client with regard to the website's genre will be analysed in this essay.
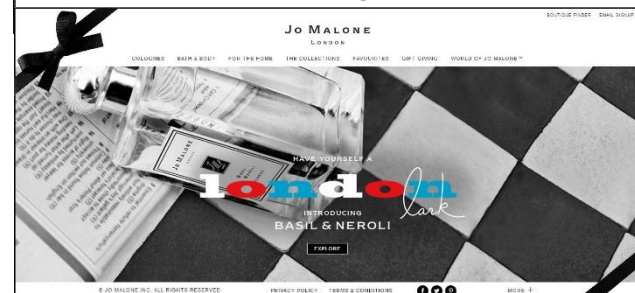
Images and Video

The Jo Malone London website has a substantial visual presence with interchanging images and a short video. Video on a luxury website is likely to enhance the client's experience, prompting repeat visits and increasing the sites level of stickiness (Okonkwo, Luxury Online : Styles, Systems, Strategies , 2010). Interactive animation such as that on the Jo Malone website "contributes to an enriched online retail atmosphere" strengthening the viewer's connection and attraction to the products (Okonkwo, Luxury Fashion Branding : Trends, Tatics, Techniques, 2016). The Jo Malone London website implements these techniques with successful results. The homepage of the website features three large interchanging images, one of which is a short soundless video. The two images and video work in unison to market the new fragrance, 'Basil & Neroli'. The video gives the product a sense of reality for the customer (Nabors, 2015) and provides a more personal presence through a sense of interaction (Okonkwo, Luxury Online : Styles, Systems, Strategies , 2010). The Jo Malone London website is designed to showcase and sell the brand's lifestyle products. The distinct use of images and video on the homepage is crucial as it "provides sensory information the viewer can't get through other media" (Dhalla) engaging the customer to visualise with a sense of realism how the product would fit into their own lives.

First Image

Second Image

Screen capture from short, soundless video

Colour

Like many luxury websites, the Jo Malone London page uses a black and white colour scheme. Black has connotations such as elegance, sophistication, power and security (Kolenda, 2015). The colour white is associated with calmness, clarity, serenity and sincerity (Kolenda, 2015). The black and white colour scheme is emulated in the packaging for Jo Malone London products, and is an

essential facet of the website's design as it validates "a brand's visual identity... strategically linked to the brand's signature colours" (Okonkwo, Luxury Online : Styles, Systems, Strategies , 2010). The interchanging images used on the homepage also follow this colour scheme while simultaneously reinforcing the identity of the brand. The two images used are in black and white while the short soundless video clip uses black and white film and coloured filters. The campaign for 'Basil & Neroli' has a British, specifically London, theme with the colours red, white and blue featuring. The video momentarily features both a blue and red

filter before returning to black and white. The images have a sixties aesthetic. Jo Malone London is centred "around distinctly British qualities that are the heritage, and heart" (Jo Malone London - The Story of Our Heritage) of the brand. The British image of the brand is on display in this marketing campaign through the use of the colours red, white and blue along with the vintage aesthetic of the black and white film. The images and colours used reinforce the image, personality and ethos of the brand on the website in a way consistent with the product and packaging (Okonkwo, Luxury Online : Styles, Systems, Strategies , 2010).

Layout and Shape

The layout of the Jo Malone London website is distinctly linear. The navigation bar is positioned just below the brand name making it user friendly for customers as website visitors naturally tend to look for navigation links near the top of the web page (Lazaris, 2010). People are also generally used to "reading content that spans the entire width of the reading area" (Lazaris, 2010) meaning the horizontal, linear layout of the Jo Malone London website is easy for customers to interpret. These user friendly aspects mean customers are more likely to return to the website as its features have a "harmonized… enhanced ambience" where the "website visitor is likely to be immersed in the experience both consciously and… sub consciously" (Okonkwo, Luxury Online : Styles, Systems, Strategies, 2010). Square and rectangle shapes tend to recur on the website and seem to reflect the linear format of the homepage and the rectangular perfume bottle. The Polaroid pictures and checkerboard floor featured in the campaign images repeat a square shape while the main images on the page are shown in a large rectangular shape. The webpage is framed by a black bow, an image also synonymous with the packaging of Jo Malone London products. The "shapes on a luxury brand's website should be linked to the brand's perceived identity" (Okonkwo, Luxury Online : Styles, Systems, Strategies, 2010), and Jo Malone London successfully does this by reflecting the shape of their perfume bottle and intricate packaging decoration in the style of the website.

The Jo Malone London website successfully utilises aspects of web design to emulate the distinct image of the brand with regard to their cliental. Through the use of image, colour and shape they have made an aesthetically successful website with regard to their British, luxury brand image. The layout of the homepage aids in the success of the website as it is practical and user friendly.

Word Count: 894

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