

Rituals extends European presence with new stand-alone store in Berlin



All smiles at the ribbon-cutting ceremony for the new Rituals store at Berlin Brandenburg Airport

Rituals has strengthened its travel retail portfolio with a new stand-alone store in Berlin, as it solidifies its presence in the channel as a leading affordable luxury and wellbeing brand.

The 59 square-meter-space has been welcoming shoppers from April 17. Passengers passing through Terminal 1 Departures at Berlin Brandenburg Airport are invited to discover The Art of Soulful Living, an ethos Rituals embodies in every aspect of its business.

Airports can be overwhelming and busy for many travelers and to remedy this Rituals is delivering its signature 'Feel Good Experience'. The relaxing, slow shopping journey is designed to deliver an experience where customers feel connected to the brand as they engage with expertly trained staff to find products tailored to their specific needs. Rituals' iconic water islands encourage shoppers to partake in the brand's signature selling ceremony and to try first-hand the luxurious textures and scents of different products.



The new Rituals space highlights the brand's bestselling lines

Passengers in Berlin can immerse themselves in the brand's luxury collections including the newly relaunched The Ritual of Sakura. As Rituals' bestselling collection in travel retail, it delivers moments of joy and mindfulness in every product and resonates with passengers around the world. To maintain the popularity of the collection, the relaunch features an expanded product range which adds something new and exciting to the everyday self-care routine.

To celebrate the new store opening, Rituals is hosting a special promotion on its bestselling shower foam. Customers can try the innovative product for themselves and embark on a journey of wellbeing, making ordinary moments extraordinary.

Lotte Rozemuller, Head of Travel Retail EMEA & Americas, Rituals, said, "I am excited to announce the continued expansion of Rituals' travel retail portfolio. Europe is a key area for our business as we look ahead to growing the brand. Our new store in Berlin strengthens our presence in the channel and speaks to our commitment to our wider strategy of stand-alone stores, which has been a pivotal part of Rituals' success in travel retail."