

Melvin Broekaart takes helm at Rituals as Neil Ebbutt departs



Melvin Broekaart (right) succeeds Neil Ebbutt as Rituals Director Global Travel Retail

Rituals Director Global Travel Retail Neil Ebbutt is leaving the business to pursue other opportunities after 20 years with the brand.

The much-respected executive is being replaced by Melvin Broekaart, well-known in the travel retail industry through his time at Heineken, Philips and Aircommerce Group.

Ebbutt joined Rituals Cosmetics in 2001 as a Founding Partner and oversaw the launch of the travel retail business in 2012. Over the last nine years he has spearheaded Rituals' travel retail

development, building its presence to 104 countries, over 600 shop-in-shops and 15 standalone stores in addition to securing numerous global hotel and airline agreements.

In recent years, he has steered the brand to a leadership position in the wellbeing category in travel retail.

Broekaart will continue to build Rituals' position in the wellbeing category by exploring new opportunities in the wider travel and tourism industry and driving Rituals' digital strategy in Asia and Europe.

Both Ebbutt and Broekaart will be attending TFWA World Exhibition in Cannes to ensure a smooth transition with partners.