

Rituals celebrates first store in Americas travel retail



L-R: Sergio Dalaco - Store Manager, Puerto Iguazu Duty Free Shop; Romina Rembado - Area Manager Essence Corp; Yun Choy - Rituals Manager, Projects & Travel Design; Marjet de Vlieger - Rituals Business Development Manager, Travel Retail; Yennifer Abreu - Travel Retail Director, Essence Corp; Daniel Rodriguez - Project Coordinator, Essence Corp; Jose Ocaraza - Marketing Manager, Duty Free Shop Puerto Iguazu

Rituals, the body and home cosmetics brand, has teamed up with its Americas distributor Essence Corp to open the brand's first store in Americas travel retail, at London Supply's Puerto Iguazu border duty free complex.

Rituals' store experience enables consumers to immerse themselves in the brand's philosophy of transforming daily routines into meaningful rituals.

The 28 square meter shop-in-shop opened on February 2 and features a large assortment of Rituals products, including fragrance sticks, candles, perfumes, gift sets and products from the brand's best-selling range.

It is the first time that Rituals has showcased its lifestyle brand credentials and diverse product assortment to travel retail shoppers in the Americas.

The brand's signature sakura tree features prominently by the entrance of the store, serving to remind travelers of the Asian wisdom and ancient traditions that inspire Rituals' products.

Upon entering the store, customers are offered herbal tea and the opportunity to experience products via complimentary hand and arm massages at the water island. These initiatives, combined with seasonal activities, aim to encourage consumers to take some time out of their day for some 'me time'.

Rituals' first store in travel retail Americas is a significant milestone for the brand since appointing Essence Corp as its distributor for the US, Canada, Latin America and Caribbean travel retail.

Essence Corp Executive Sales Director Antoine Bona said: "Essence Corp is proud and excited to partner with London Supply to open the first Rituals boutique in travel retail Americas. London Supply has been an esteemed partner of Essence Corp's for over 40 years and this new store opening solidifies a successful ongoing partnership. London Supply is the premier retailer in the region and continues to innovate by bringing in new brands to offer to their customers. We thank both Rituals and London Supply for their support."

Rituals Director Travel Retail Neil Ebbutt added: "Over the past 10 months we've been working hard with Essence Corp to create new opportunities for Rituals in Americas travel retail. We are very proud of the results and the successful opening and we look forward to engaging with consumers, inviting them to discover the 'slow down' philosophy of the brand, and to building our credentials as a true lifestyle brand in partnership with Essence Corp and London Supply."