

Rituals Cosmetics launches festive campaign: The Gift of Happiness



Encouraging consumers to express gratitude, this holiday campaign focuses on the little things in life and features a multi-sensory installation at Amsterdam Airport Schiphol and Munich Airport

Rituals, Europe's fastest growing beauty brand from the Netherlands, has unveiled several festive activities as part of its "The Gift of Happiness" campaign, which encourages consumers to express gratitude and spread the wonder of joy.

Created for this holiday season, "The Gift of Happiness" communicates how paying attention to the little things in life can contribute to our overall happiness. Performing acts of kindness such as gift-giving to loved ones can have the same effect. During these unprecedented times, when many people have been separated from their families, the fundamentals of this campaign are particularly pertinent.

Within travel retail, "The Gift of Happiness" is being brought to life at Amsterdam Airport Schiphol and Munich Airport over the next six weeks. In keeping with tradition, Rituals has installed an 8-meter-tall Christmas tree in the main plaza at Schiphol. Through the use of bespoke decorations, music and fragrance, the multi-sensory tree invites travelers and employees to take a moment to consider what they are grateful for this holiday season.

Featuring 700 baubles and 250 decorations in the shape of Rituals' iconic products, this tree offers a truly festive Rituals experience. Further engagement is encouraged via an Instagram contest that invites travelers to leave a comment about what they are most grateful for this holiday season to enter with a chance of winning a large gift set.

At Munich Airport, Rituals has partnered with Eurotrade to open a 35-square meter pop-up in Terminal 2, which enables travelers to complete their Christmas shopping on their way home. The colorful pop up space showcases Rituals' beautiful Amsterdam Collection, gift sets from ranges including The Ritual of Karma, The Ritual of Jing and The Ritual of Sakura and the brand's travel retail exclusive 2020 Advent Calendar.

"As we conclude a very challenging year, during which so many people have been separated from family and friends, it's more important than ever to remember those relationships that are dear to us and to show gratitude to loved ones.

In collaboration with our close partners at Schiphol and Munich airports, we are happy to be able to spread some end of year joy and positivity with our Gift of Happiness campaign. Whatever the reason for traveling this festive period, we hope that passengers will take a few moments to slow down, reflect on the important things in life and experience the joy of gift giving," comments Neil Ebbutt, Director, Global Travel Retail at Rituals.