

Rituals Cosmetics names Wang Feifei as brand ambassador



「珍藏」家居香氛

闻见世界的交响

王霏霏
大中华区品牌大使



Appointing the actress and singer as its first Greater China brand ambassador, Rituals Cosmetics celebrates the “Art of Soulful Living” and commits to building brand awareness with the Chinese consumer

Rituals Cosmetics, Europe’s fastest growing beauty brand from the Netherlands, has officially unveiled Wang Feifei, singer & actress, as its first celebrity brand ambassador in Greater China. By naming Feifei as an ambassador, Rituals is committing to building brand awareness with the Chinese consumer and expanding its visibility in a market, which the company entered just under a year ago.

As Rituals' first Greater China brand ambassador, Feifei shares the same values as the brand with her continued passion of life. In the spotlight, she is radiant and confident. Off the stage, the celebrity pursues her own personal rituals and promotes the “Art of Soulful Living”.

Feifei personally focuses on the importance of feeling good and pampering the body and mind. Finding happiness in the ordinary and allowing the little things in life to be filled with meaningful routines, this lifestyle directly reflects Rituals’ brand spirit. As a loyal fan of the beauty brand, Feifei regularly shares her experience of using Rituals products via social platforms.



Sharing the same core values as the company, the leading beauty brand is excited to welcome Feifei to its Rituals family and spread her appreciation of love, luxury and life

“[We are honored to invite Wang Feifei as the brand ambassador of Rituals Greater China. We believe that together we will be able to showcase the Rituals mindset of slowing down and finding luxury in daily rituals, while aiming to inspire the consumer.]”

Feifei embodies the Rituals lifestyle of ‘happiness can be found in the smallest of things’, with her appreciation of loving a high-quality life and a deep understanding of the beautiful moments in expressing her art. We are happy to welcome Feifei to our Rituals family,]” says Lucas van Eeghen, Chief Marketing Officer, Rituals Cosmetics.

As ambassador, Feifei will use her own life philosophy to interpret Rituals' classic series of body care, *Private* collection series of home fragrances and *The Ritual of Jing* collection of products with sleep enhancing ingredients and fragrances.