

Rituals highlights gift category with Macau holiday promotions



DFS joins forces with Rituals to showcase the importance of gifting

Rituals Cosmetics has teamed up with travel retailers Gebr Heinemann and DFS Group to run a series of promotions in Macau in the lead up to the holiday season.

The promotions are part of Rituals' strategy to raise awareness of its extensive gifting and home collection assortment in Asia Pacific.

Rituals has partnered with Heinemann to open a 35 square meter pop-up at the retailer's new Lisboaeta Macau store.

Running until March 2022, the pop-up features a design inspired by Rituals' Private Collection – the brand's best-selling line in the Asia Pacific region – that incorporates floral elements to highlight product ingredients.

Under the slogan "beauty of attention", the brand is highlighting the important role that the home plays in nurturing consumers' wellbeing.

The space promotes Rituals' Private Home collection, with a focus on the fresh, rich and floral fragrance sticks, candles and parfum d'interieur.

Heinemann is running a series of activities to raise awareness of the pop-up, including tour group

incentives for purchases of Rituals products and displaying campaign videos throughout the mall.

For the holiday season, Rituals and DFS are bringing to life the essence of togetherness, attention and gift-giving with a comprehensive campaign that incorporates exclusive products, offers and branding. Activities are taking place at the retailer's T Galleria by DFS Four Seasons and City of Dreams stores in Macau, further complemented by substantial digital activity.

Rituals' new-look gift sets, available in many colors, are inspired by Sumi-E and Ikat – both traditional Asian coloring techniques.

As a special offer, customers who buy two gift sets at one of the two DFS locations in Macau will receive a 20% discount and those spending over a certain amount will receive a gwp.

Digital campaign

To create further awareness of the gifting campaign, Rituals has exclusive branding on the in-store arches at T Galleria by DFS, Macau, Four Seasons and City of Dreams from November 8 to December 31.

A digital campaign supporting the Christmas gifting period incorporates adverts on DFS' social channels – WeChat, Facebook, Instagram and Xiao Hong Shu – and a live streaming event in December, highlighting the Ayurveda Large and Jing Medium gift sets.

DFS is sending a targeted communication about Rituals products to its Loyal T members, potentially reaching up to 5.5 million consumers. Rituals will be promoting the DFS campaign on its TMall, WeChat and Little Red Book platforms.

Melvin Broekaart, Rituals Director Global Travel Retail, said: "Gifting is a core pillar in our strategy and has a significant role to play both in our own growth as a brand but also more generally in travel retail's recovery. Given its importance during the upcoming holiday period, and our growing share of the gifting category, these activations will strengthen our brand awareness in Asia Pacific as we look to accelerate our expansion in this key region."