

Rituals opens a new location at Birmingham Airport



The Rituals team partnered with Birmingham Airport to encourage travelers to slow down and relax pre-flight

Luxurious lifestyle brand, Rituals, has opened a new premium boutique in the north departure lounge at Birmingham Airport. Rituals' philosophy is to help its customers slow down, find happiness in the small things and turn everyday routines into more meaningful moments.

With the introduction of this new store in such a busy terminal, the brand hopes to bring this message to the many travelers passing through the airport.

The new Rituals store offers a vast range of its signature, bath, body and home care products, as well as travel retail exclusive gift sets that can be enjoyed by customers traveling through the airport. For customers that have a little longer time to spend in the store, staff members are on hand to offer a complimentary Rituals hand and arm massage while sipping on a cup of organic Rituals tea. The location features a Sakura tree, which takes center stage. The statement tree is complemented by a spacious and calming atmosphere.

Inspired by the wisdom and ancient traditions of Eastern cultures, Rituals' products offer passengers an extensive collection of luxurious yet affordable take homes.

Richard Gill, Commercial Director, Birmingham Airport says: "We are delighted to welcome Rituals as a partner of Birmingham Airport. This new store, which is such a recognized brand, will ensure that customers can experience a calming shopping experience pre-flight with luxury wellness products at affordable prices."

Neil Ebbutt, Director Travel Retail, Rituals shares: "This latest opening at Birmingham Airport continues the fantastic momentum we're experiencing in Europe travel retail this year and follows a string of store openings in the region. The teams look forward to delivering the full Rituals 'Slow

Down' experience and hallmark personalized service to passengers at Birmingham Airport."