

# Rituals opens larger store at Schiphol Airport with a focus on wellbeing



The space is nearly three times the size of its original location and provides travelers with a “more mindful and immersive slow shopping experience”

With the opening of a new, larger Rituals store at Amsterdam Airport Schiphol, the leading cosmetics and beauty brand company has expanded its luxury wellbeing offering at its home airport. The space is nearly three times the size of its original location and provides travelers with a “more mindful and immersive slow shopping experience.”

Situated in the plaza shopping area, the new store spans 110 square meters and carries every classic Ritual and Home collection, alongside its Amsterdam and Private Collections.

Featuring glass panels, the luxurious space also imparts the art of “soulful living” and gives passersby a glimpse into its sanctuary. According to a press release, once inside the shop, a wealth of fragrances, textures and visuals invite consumers to stay awhile and enjoy an “oasis of wellbeing.”

To attract shoppers and keep the offering fresh, limited-edition collections are also available on occasion, alongside Rituals’ luxury gifts sets.

"If travel retail is the first glimpse a consumer gets into Ritual's soul, then we are thrilled to offer travelers a much bigger view and collection for them to enjoy. Our new store goes above and beyond in delivering a holistic luxury experience and is exactly what we do in every Rituals store worldwide.

"Our ambition is to become the leading wellbeing beauty brand and this is powered by our strong partnerships. We are very proud to have worked with Schiphol on this project. The store successfully gets to the heart of our Rituals philosophy of slowing down and finding happiness in the smallest of

things. And we hope that travelers take this message with them on their onwards journey," comments Raymond Cloosterman, Founder & CEO of Rituals Cosmetics.

"Meeting the demands of today's traveler is a key priority for us. Industry research indicates a growing preference amongst travelers is seeking out relaxing, meditative spaces. Through this powerful partnership with Rituals, we meet and exceed consumer expectations by delivering an immersive wellbeing experience with the opening of the new Rituals store," says Carla Laurs-Hoogvorst, Retail Manager at Schiphol.