

Rituals returns to Cannes with latest innovations and new travel retail furniture



Rituals' first-ever Travel Retail Exclusive Gift Sets aim to create a meaningful experience for the body, mind and soul

Rituals, the first brand in the world to combine body and home cosmetics, is returning to TFWA World Exhibition and Conference with a brand-new booth (Riviera Village, RC4), where it will present its latest innovations and new travel retail furniture.

Specifically created for travel retail, the furniture includes a new gondola, gifting fixture and Chinese cabinets. This new furniture will allow the brand to present an extended product assortment, featuring the Amsterdam Collection and Private Collection, while highlighting the various different retail display solutions available for travel retail.

On the product side, Rituals will introduce some of its Q4 novelties including Travel Retail Exclusive Gift Sets, Travel Retail Exclusive Pouches, Winter Limited Edition 2019 and the re-launched Private Collection and Eau de Parfum.

Rituals' first-ever Travel Retail Exclusive Gift Sets aim to create a meaningful experience for the body, mind and soul. Available in The Ritual of Sakura, The Ritual of Ayurveda and The Ritual of Happy Buddha, the luxury gift sets invite customers to embrace the tradition of giving. Gift sets contain a full-size foaming shower gel (200-milliliter), a full-size hair & body mist (50-milliliter), mini body cream (70-milliliter) and mini body scrub (70-milliliter).

The inlay of the gift sets is 100% compostable and once the gift set is empty, it can be re-used to store photographs, letters, or other items in.

The stylish, new Travel Retail Exclusive pouches – ideal for on-the-go use – contain travel-friendly products that are all under 100-milliliters.

The Private Collection and Eau de Parfum (EDP) have both been reworked to feature new packaging and a renewed fragrance direction. Two new perfumes have been added to the basic EDP collection: Rose de Shiraz and L'Essence. The Private Collection of home products now includes new items such as Mini Fragrance Sticks as well as new scents such as Orris Mimosa and Sweet Jasmine.

The Winter Limited Edition for 2019 is The Ritual of Tsuru, which features a fragrance based on gold and pine. The line is inspired by the Japanese legend of the graceful crane or Tsuru, which was believed to live for 1000 years, symbolizing peace and prosperity

Rituals will also showcase its new personalized, luxury hair care concept: The Hair Temple in Cannes. Introduced to the domestic market earlier this year, The Hair Temple offers a total of 495 custom solutions. Customers can choose their favorite Rituals fragrance as the shampoo or conditioner base then add an elixir based on their hair care need.

Neil Ebbutt, Director Travel Retail, Rituals, comments: "Our beautiful new booth location in Riviera Village - featuring a larger space - will allow us to showcase our entire lifestyle offering to its full potential, including the innovative Hair Temple. From the Private Collection of home products to hair care and Travel Retail Exclusive sets, our product line-up has something for everybody and targets customers at every leg of their journey. Our new stand, furniture and novelties together demonstrate how seriously we are taking the travel retail channel and our commitment to constant innovation."