

Rituals inspires self-care with Novotel



The introduction of Rituals' The Ritual of Karma hotel collection to the Novotel experience encourages guests to prioritize self-care

In a new partnership, Rituals Cosmetics and hotel group Novotel have joined forces to inspire kindness and self-care in travelers across the world.

The Rituals product line can now be found in 136 Novotel hotels across France, and will be available in the rest of Europe by the end of the year, covering a total of 159 hotels. There are also plans to expand the partnership to 11 hotels in Canada and the US later in the year.

The introduction of Rituals' The Ritual of Karma hotel collection – comprising over 90% ingredients of natural origin – to the Novotel experience encourages guests to prioritize self-care during their stay. Complimentary VIP gifts include links to online yoga classes.

The Ritual of Karma soap, shower gel and shampoo dispensers, which are enriched with white tea and holy lotus, are available in standard Novotel rooms, while executive rooms and suites include The Ritual of Karma body lotion and conditioner as well.

In addition, the two brands are developing pilots to introduce a Rituals hotel tower display, which will enable guests to purchase a limited assortment of best-sellers in the reception area upon arrival or departure.

Rituals' fragrance system, L'Atelier du Parfum, which can scent areas of up to 250 square meters, is also being tested in selected Novotel locations.

The partnership was celebrated with an event at Novotel Paris Vaugirard Montparnasse on 17 June 2022, where seven international influencers were invited to immerse themselves in The Ritual of

Karma.

The influencers participated in a kindness-themed yoga class, followed by lunch with views of the Eiffel Tower and an interactive product masterclass on The Ritual of Karma line.

The day ended with a collective class organized by Novotel's Assistant Bar Manager Jules Chabanne, where the influencers created their own mocktail.

They shared the experience with their followers, both to inform prospective travelers about the partnership as well as to inspire wellbeing at home.

Nadège Keryhuel, Global Vice President Midscale Brands at Novotel owner Accor, said: "Rituals embraces the lifestyle of transforming everyday routines into more meaningful moments, while Novotel offers destination hotels that make these everyday moments matter even more. This partnership is a natural alignment between two brands of shared values, built on foundations of a passion for wellbeing as well as dedication to both people and planet. The first guest feedback on the new product line is very promising. We are confident that this is only the beginning of a meaningful new movement to prioritize personal wellbeing, and we are proud to be at the forefront of it with a like-minded partner in Rituals."

Rituals Global Travel Retail Director Melvin Broekaart added: "What excites us most about this great partnership is that it will bring the Rituals experience to even more consumers across the globe - inspiring more kindness, more mindfulness, and a greater appreciation for the little things. This is also why, for a brand partnership within travel retail, we have collaborated with influencers for the first time, to ensure maximum reach of our shared wellbeing goals.

"Novotel's positioning is around 'Time Well Spent', and the Rituals line can now play a key role in supporting guests to make the most of that time, with the positivity of The Ritual of Karma."