

# Rituals underlines Asia commitment with openings and promotions



Rituals has announced three shop-in-shops and numerous live and digital promotions targeting the Chinese shopper in Hainan and Macau

Rituals Cosmetics has announced its commitment to Asia Pacific and TR in the region with three new store openings in Hainan and Lunar New Year activities in Macau.



All three of these locations will focus on Rituals' Home fragrance collections: Classic Collection, Private Collection, the car collection, and the luxury Signature and Mansion collections (the Mansion collection is TR-exclusive, available only in Asia)

One 10-square-meter shop-in-shop has opened within Times DF x DFS Haikou Mission Hills Duty-Free Complex; another, at 35 square meters, is located at the Global Duty Free Plaza store run by Dufry and Hainan Development Holdings in the Mova Mall complex. The third, measuring 35 square meters, has opened in Sanya at the Hainan Tourism Duty Free Shopping Complex operated by Lagardère Travel Retail and Hainan Tourism Investment Duty Free Co (HTDF).



For Lunar New Year Rituals has created a luxurious candle to mark the Year of the Tiger, which will be exclusively available with DFS in Macau until mid-February. Handmade by skilled artisans in India, the Golden Tiger scented candle comes in a precious porcelain jar of 24-carat gold, embossed with tiger motif and decorated with platinum elements

Rituals is partnering with DFS Group, offering Lunar New Year promotions that target the Chinese market and offer plenty of exclusive products, offers and branding at the retailer's T Galleria by DFS, Shoppes at Four Seasons and City of Dreams stores in Macau, along with digital offers.



The Tiger candle comes in a Signature Collection set together with 6 mini candles with Wild Fig scent - Rituals' bestselling Private Collection scent on Chinese e-commerce platforms



A digital campaign supporting the Lunar New Year gifting period incorporates adverts on DFS' social channels - WeChat, Facebook, Instagram and Xiao Hong Shu - as well as light boxes and digital screens. DFS is lending further support in the form of a targeted communication about Rituals products to its LOYAL T members. In addition, Rituals will be promoting the DFS campaign on its Tmall, WeChat and Little Red Book platforms

Melvin Broekaart, Rituals Director Global Travel Retail, says: "Asia Pacific is a key focus region for Rituals in 2022 as we continue with our mission to help consumers globally slow down and rediscover happiness in the smallest of things. We're proud to have opened our first stores in Hainan and raise awareness of Rituals' extensive gifting and exclusive Home product proposition in time for Lunar New Year - a key holiday in the Asian calendar. The three stores offer the brand fantastic exposure and are an important steppingstone to further openings in Hainan and beyond in Asia Pacific."



To generate further buzz ahead of Lunar New Year, Rituals has secured exclusive branding on the in-store arches at T Galleria by DFS, Macau, Shoppes at Four Seasons and City of Dreams from 2nd January to mid-February. The arches promote the Signature Collection set and The Ritual of Ayurveda large gift set. Customers purchasing a Signature Collection set and Ayurveda large gift set will receive a Sweet Jasmine luxury kitchen set as a gift