

Rituals unveils ambitious expansion plans for Asia Pacific region



Marjet de Vlieger, currently Business Development Manager Travel Retail, will assume the role of Head of Travel Retail Asia Pacific from July, based in Hong Kong

Rituals is aiming to replicate its European growth in Asia through building a strong presence in more than 15 countries in the region over the next five years.

Rituals, which combines body and home cosmetics, will open an office and warehouse facility in Hong Kong to support its ambitious growth plans in Asia.

The office will be operational from June 1 and will help Rituals to build a “solid, premium” distribution across all channels - including travel retail, domestic and e-commerce - through key markets in the region.

The travel retail team will also focus on strengthening the brand’s presence in leading hotels and airlines in the region through appointed distributors.

Marjet de Vlieger, currently Business Development Manager Travel Retail, will assume the role of Head of Travel Retail Asia Pacific as of July 1 and will move to Hong Kong in January 2020. De Vlieger has worked in Rituals’ Travel Retail division since it was created over seven years ago.

The first Rituals standalone store in Asia will open in Hong Kong this year, followed by openings in key locations.

Over 10 new Asia travel retail locations will begin trading this year, including the brand’s first venture in South Korea.

To support the brand's expansion in Asia, Rituals has developed a bespoke brand strategy and communications campaign to reach key Chinese consumers.

Neil Ebbutt, Rituals Director Travel Retail, said: "Opening the Hong Kong office and warehouse facility is a major investment and step forward as we look to convert the Asia opportunity.

"For Rituals, travel retail is leading the way in building the brand's presence in Asia, which not only shows the power of the channel, but also allows airports and retailers to better differentiate themselves by being the gateway into the Rituals world.

"Our vision is to build a truly global lifestyle brand and we're ready to capitalize on this travel retail-first approach."

Rituals Cosmetics has over 730 stores, more than 2,150 shop-in-shops and four city spas in 29 countries. It has stores on more than 140 luxury cruise liners, 10 airlines and major airports worldwide.