

# Rituals unveils first pop-up store in mainland China at HTDF



Launched in October 2022, Rituals' first pop-up store in China is inspired by what the team refers to as "the most healing abode, one that travelers will always return to" - home

Rituals Cosmetics has escalated the global expansion of the wellbeing category with the opening of the brand's first pop-up store in China at Hainan Tourism Duty Free Shopping Complex (HTDF) with Lagardère Travel Retail.

Launched in October 2022, the pop-up is inspired by what the team refers to as "the most healing abode, one that travelers will always return to" - home.

With the brand's vision of elevating everyday life into meaningful moments, Rituals believes that "home" provides an essential reprieve from physical and mental exhaustion; a haven from the distractions of the outside world.

Located in the Atrium on the first floor of HTDF, the pop-up aims to provide travelers to Sanya with a welcoming space "to nourish the body, mind and soul through healing aromas" and discover Rituals' range of home products.

"Rituals' goal is to inspire an emphasis on health and wellbeing that spreads around the globe; this is why we have always been committed to practices rooted in kinness and love, passion and joy. It is about creating more meaningful moments for consumers and improving their lives.

"Our message is clearly resonating with consumers around the world, and we are proud to continue our wellbeing expansion mission with our partners at Lagardère Travel Retail by bringing sustainable and luxury wellbeing to Chinese consumers," says Melvin Broekaart, Rituals Global Travel Retail Director.

"The Rituals pop-up shop has truly created a sanctuary here at HTDF, whisking travellers away from the hustle and bustle and creating a place of tranquility where they can really engage with the brand and immerse themselves on a healing journey. This partnership is integral to providing our travelling consumers with unrivalled customer experiences," comments Terry Chua, Vice-President Merchandising at Lagardère Travel Retail Asia.

Rituals believes scents can sublimate the everyday abode into a healing realm, emphasized at the Sanya pop-up store through a focus on its Private Collection, which uses century-old aromatic ingredients to create an immersive multi-healing experience. According to the PR, each Rituals fragrance is formulated with "healing body, mind and spirit" as the starting point, drawing inspiration from ancient life philosophies and materials.

The Private Collection includes three notes, Fresh, Rich and Floral, all using high-quality ingredients to create a high-style atmosphere for the home. A variety of unique aromas and high-end luxury bottles can be combined with any home style, filling the room with a pleasant fragrance. Different styles of healing fragrances can meet people's diverse fragrance needs, whether it is the fresh atmosphere

brought by the fragrance of Qin Yu goji berry, the sweet, elegant floral breath emitted by the sweet jasmine fragrance, or the peaceful and warm rich rhythm of wild figs – all of which can sublimate the home into a warm retreat, create a special mood and atmosphere, and evoke good memories.

The pop-up will conclude at the end of November 2022.

See more photos below:





