

With the release of its travel exclusive advent calendar, Rituals spreads some Christmas cheer



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Rituals, the first brand in the world to combine body and home cosmetics, launched a Travel Retail Exclusive Advent Calendar – ideal for gifting or self-consumption – to help customers begin their Christmas countdown.

Available now in Rituals' standalone travel retail stores, the advent calendar consists of 24 gifts for consumers to pamper themselves with and to use around the house. Within the calendar are four Advent Mini Candles, exclusively designed for The Ritual of Advent, which are behind the doors to be opened every Sunday of December – corresponding with the real Advent tradition.

Other gifts include a travel size Poème d'Azar perfume, a Mini Miracle Mascara 3-in-1, a travel-size Bleu Byzantin eau de parfum and the best-selling Ritual of Sakura Body Cream.

Neil Ebbutt, Travel Retail Director, Rituals, says: "The festive season is a key time of year for travel, gifting and celebration, with families gathering all around the world to spend quality time together and relax for a few days. Our Travel Retail Exclusive Advent Calendar, which embodies the excitement of Christmas, is perfect for gifting and really brings to life our philosophy of slowing down and finding happiness in the smallest of things."