

House of Rituals is open for business



With the launch of its shopping and lifestyle concept: House of Rituals, Rituals Cosmetics has opened its largest flagship store and unveiled its first unique brand experience to celebrate 20 years of Rituals

In honor of its 20th anniversary, Rituals Cosmetics has launched a holistic shopping and lifestyle concept with the opening of House of Rituals. Opened this month, the store helps consumers find shelter from the frantic pace of everyday life. As the world's largest Rituals flagship store, it offers a unique brand experience from the moment consumers step in, with immersive body and mind experiences on every level including several exclusive and unique collections.

Located on The Spui (where the former Esprit café was based) in the heart of Amsterdam, House of Rituals will offer customers an extraordinary experience with a launch that is being carried out in two phases. Last week saw the opening of the first and second floors – a restaurant and a large store – and phase two will see the launch of the mind and body spa, opening in early Summer 2021.

When completed, covering approximately 1500-sqm, the brand experience will be distributed across four floors. House of Rituals embodies the marriage of the ultimate retail experience with the unique new range of premium product collections and lifestyle innovations, exclusive to the store and online. House of Rituals is a place where the philosophy of the brand: The Art of Soulful Living, truly comes alive and is represented in all its facets.



Located in the heart of Amsterdam, the ground floor of the flagship store offers consumers a sensory experience of both the mind and body and a wide range of Instagram-worthy snapshots

On the ground floor, the flagship store offers customers a sensory experience with its trusted by the name collections. Experiential and Instagram-worthy corners invite visitors to experience their favorite products. On the other side of the floor is the restaurant Rouhi (Arabic for “my soul”), where customers can enjoy a calming cup of tea, soulful bites for lunch and an exciting dinner menu inspired by a surprising fusion of Arabic-Asian food.

On the first level, House of Rituals dedicates an entire floor to showcasing its enriched home line through an exclusive and premium collection of new innovations. Customers can discover the new Mansion Collection, super-sized luxury home fragrance designs and a perfume bar with 25 bespoke eau de parfums with the option to customize. Consumers can also browse the Signature Collection’s 10 new exclusively designed porcelain scented candle holders, decorated with bold patterns and beautiful artwork, which can be complemented with a personally selected candle fragrance.

This premium range is joined by new product categories including exclusive laundry solutions, travel accessories, sophisticated home decoration and luxurious bedding and bath textiles. Selected items from the Mansion Collection, House of Rituals The Talisman Collection, Signature Collection, bed linen, luxury bath products and other unique pieces will also become available online at RITUALS.com.



Consisting of a two-phase launch, when completed in the summer of 2021, the brand experience will cover approximately 1500-sqm and be distributed across four floors

Phase two will see the launch of the second and third floors, which will strengthen the lifestyle and brand experience with a “Body Experience” floor and “Soul Experience” floor. The first will be home to the ultimate body spa, dedicated to a number of specialized massages, facials and treatments. The second will give visitors exclusive access to the mind spa, a sanctuary where body, mind and soul can escape the frenzy of city life and find a moment to recharge. The mind spa will provide expert meditation classes and workshops to help encourage the importance of peace and relaxation.

The new flagship store in Amsterdam is part of Rituals Cosmetics’ commitment to delivering a soulful living experience to people residing in and visiting Amsterdam, the beating heart of the brand. Raymond Cloosterman, CEO, is proud to present this experiential concept to celebrate 20 years of Rituals.

“We are proud to be bringing our very first 4-floor Rituals experience to the residents and visitors of Amsterdam where it all began 20 years ago. With this new concept of unifying body, mind and soul we are entering the next phase for the brand and the company. With the new premium collections as an impulse for the online business and the company and with the Body & Mind spas as an impulse for the brand, we bring them to the next level,” says Cloosterman.

These exclusive House of Rituals collections are available only at House of Rituals in Amsterdam or at RITUALS.com for the Netherlands, Austria and Switzerland.