

## Rituals Cosmetics spreads Christmas cheer with activations at Amsterdam and Copenhagen airports

By **Jas Ryat** on December, 11 2019 | Fragrances, Cosmetics, Skincare & Haircare



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Rituals Cosmetics has launched two festive Christmas activations at Amsterdam Airport Schiphol and Copenhagen Airport in time for the holiday travel period. Both activations reach travelers at every step of their journey through the airport via a combination of engaging touchpoints.

At Amsterdam Airport Schiphol, in partnership with Kappé Schiphol and Schiphol Media, Rituals Cosmetics is offering passengers an immersive festive experience with a pop-up Christmas scene. At Schiphol Plaza a giant Christmas tree, complete with a scent machine and holiday music, stands tall, while a second tree greets passengers in Schiphol's Lounge 2. Decked with 100 Rituals gift sets and 900 Christmas baubles, the main tree allows for the perfect festive photo opportunity.

Decorated in the colors of Rituals' Winter Limited Edition, The Ritual of Tsuru, joins the Christmas tree in Lounge 2. Open from December 1 - January 2, the pop-up offers travelers the chance to enjoy a relaxing hand massage at Rituals' iconic water island and to purchase The Ritual of Tsuru gift sets. Created in collaboration with the Rijksmuseum for the AW season, The Ritual of Tsuru collection is inspired by the Japanese legend of the graceful crane and wishes consumers good luck, good health

and a life filled with joy.

Tanja Dik, Director of Consumer Products & Services, Amsterdam Airport Schiphol, says: “During the festive season we offer travelers a convenient and joyous shopping experience where they can purchase wonderful gifts in a great Christmas ambience. With this collaboration between Rituals, Kappé and Schiphol we inspire our passengers during their onward journey from our airport and create a memorable shopping experience for them.”

Rituals’ festive spirit is also being spread at Copenhagen Airport, where the brand is partnering with Gebr. Heinemann for a Christmas takeover encompassing an impulse podium, a pop-up store and high-profile advertising across the airport featuring the tagline: “A wish for happiness.”

Located in Heinemann’s main store, the impulse podium provides a quick and easy format for shoppers to buy last-minute gift sets from Rituals’ travel retail exclusive line and The Ritual of Tsuru. The pop-up store follows the same setup as the Schiphol with the addition of a sharing box feature, which allows visitors to take a photo (or GIF) and e-mail it to themselves or share on social media.

Pia Jeanette Lynggaard, Airport Sales and Marketing Director, Copenhagen Airport, comments: “We are very happy with Rituals’ new Christmas pop-up that allows our passengers to share the holiday cheer with friends and family. Christmas is a special time for both travelers and boutiques in Copenhagen Airport and we welcome all initiatives that contribute to the special ambience during the holidays – from our local brands, as well as the global powerhouses.”

Neil Ebbutt, Rituals Director – Travel Retail, adds: “During a period when gifting and indulgence are so high on shoppers’ agendas, the Rituals brand values and product proposition really shine. With our two festive campaigns, we’re able to help new and existing Rituals customers with their gifting needs through our beautiful re-usable gifts and bring to life our philosophy of slowing down.

The Christmas tree at Schiphol Plaza, which was such a hit last year, not only creates a festive atmosphere in the airport but also provides travelers with a memorable experience and lasting memory of their journey through Amsterdam. Meanwhile at Copenhagen Airport, the fun sharing box encourages travelers to embrace the festive ambience and share their experience of the pop-up with loved ones.”