

Rituals to elevate presence in travel retail Americas with Essence Corp partnership

By **Jas Ryat** on March, 12 2018 | Fragrances, Cosmetics, Skincare & Haircare



Rituals Cosmetics is planning to expand in the Americas with distribution partner Essence Corp

Rituals unveils an exclusive distribution agreement with Essence Corp based in Miami.

The agreement covers the expansion of the Rituals brand into the travel retail markets of the USA, Canada, LATAM, the Caribbean, and the luxury cruise channel.

Neil Ebbutt, Director Global Travel Retail for Rituals Cosmetics comments, “The time is right to further expand into new continents as the brand awareness of Rituals is growing rapidly thanks to its increased presence not only in travel retail but also in domestic markets through our retail stores and in leading department stores. In total Rituals can now be found in nearly 400 travel retail locations – 10 standalone Rituals airport stores; 240 SIS locations within multi-brand stores and on-board around 120 luxury cruise liners and ferries, mainly in the Nordics.”



Rituals launched its travel retail division in 2012 and has shown steady growth in Europe and North Africa and more recently in the Middle East and Hong Kong

“The brand has also built a strong presence as a premium amenity product in 1500+ luxury hotels worldwide and can be found on-board leading airlines carrying passengers all over the globe. We believe that by working with Essence Corp we will be able to capitalize on this growing awareness to fast forward our expansion in the Americas travel retail market,” he continues.

Rituals will showcase the brand together with Essence Corp. at the Summit of Americas in Orlando. Ebbutt has high hopes that Rituals will be able to repeat its European success over the past five years in the Americas.

Gabi Medeiros Humbles, Executive Director Marketing for Essence Corp added, “Essence Corp is excited to partner with Rituals, whom we believe share the same values of authenticity and personal connections. We believe the timing is just right and that Rituals perfectly complements our brand portfolio. We look forward to a successful collaboration.

Please contact Essence Corp for all business enquiries for Rituals Travel Retail in the Americas.

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