

## Rituals unveils atmospheric home products collection

By **Jas Ryat** on October, 31 2016 | Fragrances, Cosmetics, Skincare & Haircare



Well-being brand Rituals has introduced to travel retail a new selection of luxury products for the home offering opportunities to transform the ambience with fragrances and aromas.

“We have a very distinct brand philosophy which is to create products that can transform every day routines into meaningful moments, and the home is a great place for Rituals products to enrich your experience of everyday living in your own home, to enjoy what we call ‘soulful living’,” said Neil Ebbutt, Director Wholesale, Rituals Cosmetics.

The company has put together a collection of five innovative luxury home products, which will hit the shelves in its airport stores from November.

Parfum d’Interieur can be used to spread a subtle fragrance into the atmosphere to give any room a personal touch. This ambience perfume spray comes in three fragrances for every mood: Goji Berry, Sweet orange & Cedar wood, and Yi yi ren & white lotus.



Rituals' Private Collection Fragrance Sticks offer an exclusive fragrance for every mood: two fresh and herbaceous aromas, and two warm and spicy scents. For example, Woody Vanilla Fragrance Sticks have a hint of vanilla and woody accents for an intensely aromatic scent.

The Ritual of Sakura scented candle makes a room feel lighter and brighter with a special atmosphere, the company said.

In addition, a decorative tassel for hanging on a door handle comes in three different fragrances: Yi yi ren & white lotus, rice milk & cherry blossom, and almond oil & Indian rose.

Lastly, a perfumed wardrobe sachet is available in beautiful print designs. The sachets last for 8-10 weeks and come in three fragrances: almond oil and Indian rose, rice milk and cherry blossom, Yi yi ren and white lotus.