

Rituals enters in Middle East airports with Dubai Duty Free

By **Jas Ryat** on March, 8 2018 | Airlines & Airports



Rituals brings its best-selling collections to the Middle East travel retail market

Dubai Duty Free has opened its doors to Rituals, supplier in body and home cosmetics. Middle East travel retail has a dedicated retail area in Dubai Duty Free at Dubai International Airport.

“We opened our own standalone downtown store in Dubai Mall in 2016 so we have been steadily building our brand awareness in Dubai over the past twelve months. Now, our dedicated retail area with Dubai Duty Free represents a major breakthrough for us in travel retail in the region. A presence in a world class airport retailer such as Dubai Duty Free, which has defined excellence in airport duty free shopping for so long is a major result for us and brings our brand to millions of potential new customers,” said Neil Ebbutt, Director Global Travel Retail for Rituals.

Rituals will be supplying an assortment that includes body and home products from their best-selling Rituals collections – Ritual of Dao, Ritual of Ayurveda, Ritual of Laughing Buddha and their newest re-launched collection, Ritual of Sakura. A range of travel exclusive sets will also be available.

Saba Tahir Senior VP Purchasing at Dubai Duty Free said, “We’re delighted to welcome Rituals to

Dubai International Airport. We believe their luxurious product range and travel exclusives are exactly right for our international passenger profile and will be a great success with them”



Rituals travel retail collection is exactly what international passengers traveling through Dubai International Airport are looking for

The brand is currently available in travel retail in almost 400 locations across 39 countries.