



The Art of a Lasting Impression

October, 2026 - Rituals expands its presence in the fragrance category with the launch of Aeonian, a collection of eight unisex Haute Parfumeries that marks a significant step in the brand's growing Fine Fragrance ambition.



RITUALS...

Fragrance at our core

Aeonian – from the Greek ‘aeon’ for timelessness – is a haute parfumerie collection meticulously handcrafted by the world’s best perfumers.

- 24 hour long lasting scent
- Niche, Haute Parfumerie quality
- Rare, high quality ingredients

This collection is crafted with responsibly sourced ingredients, including White Jasmine in one of the fragrances, grown in Tamil Nadu, India through a long-term partnership with local farmers who receive stable contracts and training, and are supported in adopting organic practices and more efficient water use.

Together with award-winning perfume house dsm-firmenich, Aeonian transforms fragrance into an elevated sensory experience. Inspired by the idea of timelessness and our emotional legacy, each composition has been created to become part of memory and personal storytelling, turning scent into something enduring, intimate, and meaningful.

Fragrance has always been central in how Rituals tell stories. Inspired by ancient traditions and ingredients from around the world, the brand has spent the past 26 years exploring the transformative power of scent. What began in bath and body, and later evolved into premium home fragrance, has always been rooted in one belief: We’re not here to sell you beauty, we’re here to make you feel good.

With Aeonian, Rituals expands this philosophy into the world of haute parfumerie. Building on the brand’s longstanding expertise in scent, the collection introduces a more elevated fragrance offering, bringing together exceptional ingredients, renowned perfumers, and excellent craftsmanship.

“At Rituals, we believe fragrance has the power to become part of your emotional storytelling. With Aeonian, we wanted to create something lasting - something that evolves as you wear it and becomes part of the memory you leave behind.”

- Raymond Cloosterman, Founder and CEO,
Rituals Cosmetics



RITUALS...

Eight eau de parfums to leave a lasting impression...



Acqua Verve

By Élise Bénat

SICILIAN LEMON • NEROLI • GUAIAAC WOOD

Bright Sicilian lemon and luminous neroli unfold into the smoky warmth of guaiac wood for a fragrance that feels fresh, elegant, and quietly magnetic. Acqua Verve captures modern sophistication with effortless ease.

Everlasting Oudh

By Ilias Ermenidis

RASPBERRY • COFFEE • OUDH

Dark oudh is softened by rich coffee and vibrant raspberry in this deeply textured fragrance. Intense yet refined, Everlasting Oudh leaves a sensual trail that lingers long after dark.



Suave Musk

By Ilias Ermenidis

ORANGE BLOSSOM • SAFFRON • MUSK

Radiant orange blossom and warm saffron melt into velvety musk for a fragrance that feels intimate, smooth, and endlessly sophisticated. Suave Musk is understated luxury with lasting depth.

Rose Veil

By Frank Voelkl

BLACK TEA • ROSE DE MAI • SANDALWOOD

Delicate Rose de Mai is layered with smoky black tea and creamy sandalwood to create a modern floral with quiet intensity. Rose Veil is elegant, enveloping, and beautifully refined.



RITUALS...

Eight eau de parfums to leave a lasting impression...



Solar Bloom

By Frank Voelkl

MANDARIN • WHITE JASMINE • DREAMWOOD®

Sparkling mandarin and luminous white jasmine meet the soft warmth of Dreamwood® in this radiant, addictive scent. Solar Bloom evokes the golden glow of sunlight lingering on skin.

Velvet Vanilla

By Ilias Ermenidis

AMBRETTE • VANILLA • CREAMY WOODS

Soft ambrette and rich vanilla are wrapped in creamy woods for a fragrance that feels warm, sensual, and cocooning. Velvet Vanilla is comforting sophistication with an irresistibly smooth finish.



Amber Addiction

By Fabrice Pellegrin

RED FRUITS • AMBER • CRYSTAL MOSS

Juicy red fruits meet glowing amber and earthy crystal moss in this opulent, modern composition. Amber Addiction is rich, textured, and quietly addictive.

Santal Signature

By Fabrice Pellegrin

CARDAMOM • FIG MILK • SANDALWOOD

Spiced cardamom, velvety fig milk, and creamy sandalwood blend seamlessly in this refined woody fragrance. Santal Signature is smooth, elegant, and crafted to leave a lasting impression.



RITUALS...

“I wanted to create fragrances that feel deeply personal, scents that linger softly on the skin and become a part of someone’s emotional memory. Fragrance has the power to create connection, evoke feeling, and leave a lasting impression long after the moment has passed.”

- Frank Voelkl, Principal Perfumer, dsm-firmenich and nose behind Solar Bloom and Rose Veil.

Supporting meaningful change

Meaningful moments should extend beyond our own daily lives to the wellbeing of people and planet everywhere. Through the 10% Profit Pledge, Rituals supports initiatives dedicated to creating lasting positive impact, including partners such as Pristine Seas and Sacred Forests, helping to protect marine ecosystems, preserve ancient forests, and safeguard biodiversity for future generations.

Rituals Aeonian collection is available at Rituals Cosmetics boutiques, selected department stores, and at [RITUALS.com](https://www.rituals.com).

The collection is priced at XX,XX for 60ml, and XX,XX 15ml miniature.

[About Rituals | Facts & Figures](#)