



Everyday luxury for everyday moments

The Founder's Collection is Rituals' new collection of eight expressive Eau de Parfum Fragrances, personally envisioned by founder Raymond Cloosterman and his family in collaboration with award-winning perfume house dsm-firmenich.

Created to bring moments of joy, optimism and everyday luxury, each fragrance is designed to not only smell beautiful but also enhance wellbeing through the emotional power of scent. Inspired by the belief that fragrance can influence mood, spark memories, and shape how we feel, each composition has been crafted to bring colour and enjoyment to everyday moments.

The collection features eight distinct fragrances with up to 12-hour longevity and skin-activated fragrance technology. This advanced technology interacts with the skin's microbiome, allowing each fragrance to evolve uniquely on every wearer for a deeply personal scent experience.

USP'S:

- Eau de Parfum collection
- Eight expressive fragrances
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology
- Created with dsm-firmenich
- Personally envisioned by Rituals founder Raymond Cloosterman and his family
- Evolves uniquely on every wearer
- Available in 50ml and 15ml formats
- Premium gift-ready packaging
- Everyday luxury at an accessible price

RITUALS...

Eight eau de parfums to to bring colour to your day...



Aura Blossom 50ml | 15ml

WHAT IS IT?

A radiant floral citrus fragrance. Juicy mandarin, delicate rose, and mineral salt crystal come together in a scent that feels uplifting, luminous and effortlessly joyful.

USP'S

- Mandarin, Rose, and Salt Crystal
- Fresh floral fragrance
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology

Silent Waters 50ml | 15ml

WHAT IS IT?

A clean aquatic woody fragrance. Crisp bergamot, fluid aquatic notes, and smooth Clearwood® create a scent inspired by still waters and quiet moments of escape.

USP'S

- Bergamot, Aquatic Notes, and Clearwood®
- Fresh aquatic fragrance
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology



Love Whisper 50ml | 15ml

WHAT IS IT?

A soft floral musk fragrance. Delicate neroli and powdery orris melt into comforting white musk for a scent that feels intimate, elegant, and effortlessly comforting.

USP'S

- Neroli, Orris, and White Musk
- Floral musk fragrance
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology

Himalaya Bloom 50ml | 15ml

WHAT IS IT?

A soft fruity floral fragrance. Velvety peach and blooming rose unfold into a warm musk base for a scent inspired by serenity, comfort, and natural beauty.

USP'S

- Peach, Rose, and Musk
- Fruity floral fragrance
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology
- Eau de Parfum



RITUALS...

Eight eau de parfums to to bring colour to your day...



Inner Flame

50ml | 15ml

WHAT IS IT?

A vibrant gourmand fragrance. Creamy pistachio and juicy lychee melt into the rich warmth of tonka bean, creating a scent that feels indulgent, joyful, and deliciously addictive.

USP'S

- Pistachio, Lychee, and Tonka Bean
- Modern gourmand fragrance
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology
- Eau de Parfum

Spice Pulse

50ml | 15ml

WHAT IS IT?

A fresh amber aromatic fragrance. Vibrant juniper and aromatic sage are wrapped in warm amber to create a scent that balances freshness with depth and sensuality.

USP'S

- Juniper, Sage, and Amber
- Aromatic amber fragrance
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology
- Eau de Parfum



Velvet Heart

50ml | 15ml

WHAT IS IT?

A warm woody and romantic gourmand fragrance. Spiced cardamom blends seamlessly with creamy vanilla and soft cashmere wood, creating a scent that feels enveloping, comforting, and endlessly inviting.

USP'S

- Cardamom, Vanilla, and Cashmere Wood
- Warm woody gourmand fragrance
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology
- Eau de Parfum

Silver Suede

50ml | 15ml

WHAT IS IT?

A sophisticated woody fragrance. Dark black currant, supple violet suede and creamy sandalwood come together in a scent that feels refined, sensual, and quietly confident.

USP'S

- Black Currant, Suede, and Sandalwood
- Woody fragrance
- Up to 12-hour longevity
- Skin-Activated Fragrance Technology
- Eau de Parfum

