

Rituals launches unique retail transformation: 1,500 boutiques renewed in 30 working days

The renewal shows how important physical boutiques are to Rituals: they are the places where the brand comes to life every day.

AMSTERDAM, Monday 6 July 2026 | Rituals Cosmetics will start one of Europe's largest retail transformations in August, renewing 1,500 boutiques across 30 countries with an investment of €40 million. Unique to this operation is the combination of scale and speed: instead of renewing the boutique concept in phases over several years, Rituals will elevate 1,500 boutiques in just 30 working days. The transformation coincides with the introduction of many new collections, which require a spacious, more premium presentation with furniture that reflects the renewed look and feel of the entire boutique and assortment.

This transformation underlines Rituals' choice to continue investing in physical retail, at a time when many retailers are closing shops or shifting their focus further online. *"Physical retail remains essential to bringing our brand experience to life. What makes this operation special is that we are strengthening that experience across 1,500 boutiques at the same time. On average, we are renewing more than 40 boutiques per working day, with around 100 teams across Europe. An incredibly complex and challenging operation,"* says Gregory Bruyer, CCO.



Premium experience with a focus on beauty and fragrance

The boutiques will receive a lighter, more premium look and feel, with extra attention to customer experience, product presentation and discovery. At the heart of the renewed concept is the 'Beauty World', where skincare, make-up, hair care and fragrance come together in one central space. This also gives the growth of beauty and fragrance within Rituals more physical space. Other collections will also receive a more prominent place in the boutique, including the Private Home Collection, the men's collection 'Homme' and the recently introduced Hair Care line. In addition, the Luxury Travel Collection will be added to the majority of boutiques.

Physical retail as a driving force behind growth

Despite the global trend of shop closures, Rituals continues to consciously invest in physical retail. The boutique is the place where the brand truly comes to life, where customers can discover products and experience a moment of calm, for example with a cup of tea, a hand massage and personal attention. This experience is strengthened with digital services, such as click & collect, endless aisle and ship from store, bringing convenience and service together.

Worldwide, the beauty and wellbeing brand opens a boutique every working day, with a strong focus on Asia. Combined with a growing digital presence, accounting for twenty percent of revenue, physical retail forms an important foundation for the brand's further growth and success. The refit in August and September focuses on Europe. In Asia and the Middle East, a similar refit will follow in the first quarter of 2027, once the new collections are also introduced there.

Raymond Cloosterman, CEO & founder of Rituals:

"It has always been my dream to build an international wellbeing brand: an innovative concept within the luxury beauty industry that was the first to combine high-quality products, accessibility and making a positive impact. We are not building a retail company, but a brand. Our boutiques have played an essential role in this from day one: this is where our vision of luxury comes to life."

Sustainable renewal through reuse

The refit is being carried out according to the principle of "remove, refresh, reuse", whereby existing furniture and materials are reused in line with the brand's B Corp certification. New elements are designed for flexible use across different collections and layouts. In this way, the

renewal fits within Rituals' broader direction: growing as a brand, with continued attention to responsibility, reuse and positive impact. The same belief also underpins the Profit Pledge, through which Rituals dedicates 10% of its annual net profit to the wellbeing of people and planet.

About Rituals

Rituals Cosmetics is a proud Certified B Corporation™ and is dedicated to continuously improving its social & environmental impact in the beauty luxury industry. As a foremost founder of integrating bath, body and home care into a single portfolio, Rituals embraces the philosophy of transforming everyday routines into more meaningful moments. Each product is inspired by an ancient tradition allowing you to find happiness in the smallest of things. With an expansive innovation portfolio in body care, home fragrances, natural skin care, men care and home wear, Rituals invites the consumer to enrich their world with wellbeing moments.

Founded in Amsterdam in 2000, Rituals has since been established as a global industry expert in over 33 countries present in vibrant cities such as London, Paris and Hong Kong with more than 1,500+ boutiques, 4,176 shop-in-shops, and world's first Mind Oasis. As part of Rituals' commitment to continuously improving its social & environmental impact, the brand is on a journey to 90% natural origin formulas and packaging that's either refillable, recyclable or made of recycled material. Next to its sustainability efforts, the brand is committed to making an impact beyond the company with their pledge of 10 percent net profit towards the wellbeing of people and planet. For more information, please visit www.rituals.com.

For more information on our sustainability efforts, please read [our sustainability report](#).

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