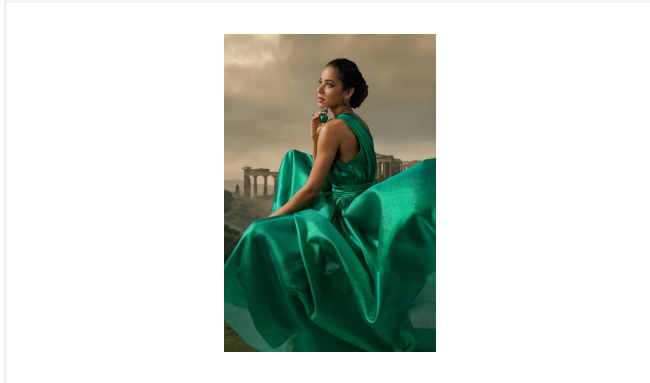


Rituals launches two new fragrance collections to shape its future in Fine Fragrances

Introducing The Founder's Collection and Aeonian, 16 fragrances designed to be felt and remembered



Amsterdam, October 2026 – Today, Rituals launches The Founders Collection and Aeonian, two new fragrance collections that mark a significant step in the brand's fine fragrance journey. Together, the 16 fragrances showcase Rituals' next chapter in fine fragrance. Created with world-class perfumers, rare ingredients and innovative fragrance technology, they translate 26 years of wellbeing expertise into a luxury fragrance portfolio. From the approachable elegance of The Founder's Collection to the artistry of Aeonian's haute parfumerie creations, Rituals reaffirms its belief that fragrance is not just something you wear, but something that shapes how you feel.

Since its beginning, fragrance has been at the heart of Rituals. Inspired by ancient traditions and ingredients from around the world, the brand has explored the transformative power of scent through bath and body products, premium home fragrances and now fine fragrance. With the introduction of these two distinct yet complementary collections, Rituals strengthens its position in the world of fine fragrance.

Developed in partnership with long-standing fragrance house dsm-firmenich, both collections combine exceptional craftsmanship, scientific innovation and high-quality ingredients with Rituals' belief in the power of wellbeing. At the heart of every creation lies a simple idea: fragrance can influence emotion, evoke memories and transform everyday moments into meaningful experiences.

Two collections, one fragrance vision

While both collections share Rituals' wellbeing philosophy, they offer two distinct experiences.

The Founder's Collection

The Founder's Collection features eight expressive eau de parfum fragrances personally envisioned by Raymond Cloosterman and his family.

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. Each scent has been designed to evolve uniquely on the skin through innovative Skin-Activated Technology, creating a personal scent experience that develops throughout the day.

The collection features:

- Eight eau de parfum fragrances
- 12-hour long-lasting
- Skin-Activated Technology
- Available in 50ml and 15ml formats

For more information, please find The Founder's Collection press release [here](#):



Rituals launches eight elegant Eau de Parfums for everyday moments

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Aeonian

For those drawn to depth, rarity and craftsmanship, Rituals introduces Aeonian, its first haute parfumerie collection.

Named after the Greek word aeon, meaning everlasting, the collection comprises eight niche fragrances crafted by some of the world's most renowned perfumers. Each composition has layered and complex scent profiles that reveal themselves over time.

Designed to last up to 24 hours, Aeonian transforms fragrance into an elevated sensory experience. Inspired by the idea of emotional legacy, each scent is created to become part of memory, identity and personal storytelling.

The collection features:

- Eight haute parfumerie creations
- 24-hours long-lasting
- Rare, high-quality ingredients
- Available in 60ml and 15ml formats

For more information please find the Aeonian press release here:



Aeonian: The Art of a Lasting Impression

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The Founder's Collection

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Aeonian

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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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