

Rituals introducerar Aeonian – exklusiva unisexdofter inom haute parfumerie

Oktober 2026 – Rituals stärker sin position inom doftkategorin med lanseringen av Aeonian. Kollektionen består av åtta unisexdofter inom haute parfumerie och har tagits fram tillsammans med det prisbelönta parfymhuset dsm-firmenich. Lanseringen markerar ett betydelsefullt steg i Rituals fortsatta satsning på exklusiv parfym.

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Aeonian Images

rituals.com

Kollektionen Aeonian kommer finnas tillgänglig i Rituals-butiker, på utvalda varuhus och på RITUALS.com. Kollektionen kostar 939 SEK för 60 ml och 349 SEK för en miniatyr på 15 ml.

Om Rituals

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 1,400 boutiques, 4,813 luxury perfumeries and department stores, 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.

Contact

For questions, please contact us at pr@rituals.com.

Presskontaktuppgifter

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