

05 Field Notes

from **Future Commerce⁺**

RITUALS...

LOCATION: Dublin, Ireland
VISIT DATE: Spring 2025
FORMAT: Free-standing Store
ADJACENT STORES: Inside mall and next to Pandora Jewelry and Selected (clothing store)
COMPETITION: Aveda, Bath & Body Works, Lush, Dubai Perfume, Superdrug, Boots
WEBSITE: www.rituals.com
SOCIAL: IG: @ritualscosmetics
TT: @ritualscosmetics
APP: Yes

About the Brand: Rituals strives to sell products that make people feel good. Inspired by ancient wisdom and traditions, the company creates a luxurious yet affordable collection of home and body cosmetics. Although the brand has a global eCommerce presence and 240 physical stores, it does not have a physical US footprint.

Store Summary: This Rituals store is a powerful visual representation of the brand name, it's mission, vision, and ethos. Emphasizing product storytelling and usage, all vignettes, design elements, and service touches connect customers to specific product categories and collections.

RATINGS

CULTURE



COMMERCE



CULTURAL FEEL

Extremely sensorial and immersive.

Authentic and consistent brand ethos reinforced through product categories, visual merchandising, salespeople, and clearly stated mission to "care about you as much as we care about the planet." (Winner of 2024 Global Green Beauty Awards)

It's a somewhat overwhelming store due to the sheer variety of categories and variety of visual merchandising (furniture, signs, chairs, installations, etc.). Someone could feel a bit lost without salesperson assistance.

Many similarities to both Aveda (service level and rituals) and Bath & Body Works (categories and variety of scents).



EXPERIENTIAL 'WOWs'

Service level was impeccable without being aggressive or using hard-sell tactics. I was offered green tea shortly after entering store!

Salespeople are true brand ambassadors and genuinely proud of the overall brand and its story.

In-store sink area to test and try products was extremely clean and inviting.

Car products are available in selected scents and merchandised in a charming "wagon," potentially to engage male customers. It's definitely unique and made the store more memorable.



RITUALS...



EXPERIENTIAL NOTABLES

STORYTELLING

Mission/Vision Statement clearly posted above sink area: "Happiness can be found in the smallest of things. It is our passion to turn everyday routines into meaningful moments..."

There is an obvious support of health and environment, with 10% of profits going toward "specific causes supporting well being of people and the planet."

"The Soulful Collection" names and locations of individual perfumers tell a rich story.

Bathing and self-care stories are reinforced with the brand selling hand-embroidered, Jaipur Saree Kimonos.

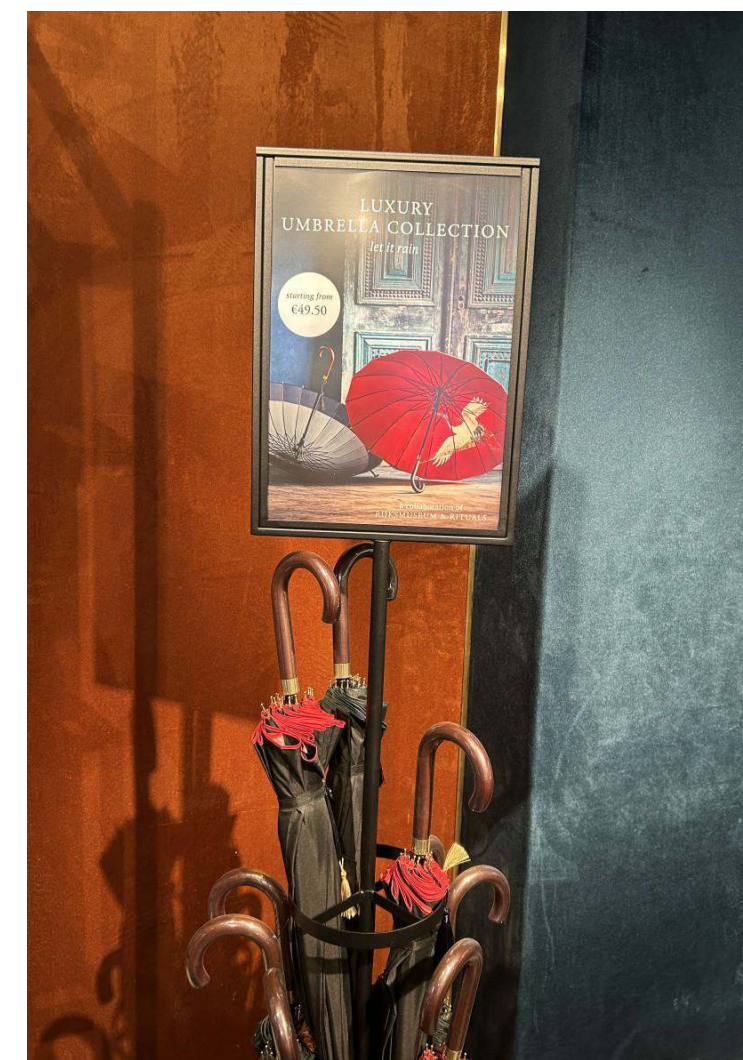
Salesperson explained the brand, story, and toured me through all categories.

MERCHANDISE ASSORTMENT

Incredible assortment highlighting brand's literal rituals, all with easy-to-understand descriptions; all product areas clearly signed including further explanations/sub-titles where relevant, e.g., "The Ritual of Hammam..."

There is a wide selection of POS products including travel/smaller sizes of top sellers and easy grab-and-go products (e.g., lip balm).

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HUMAN INTERACTIONS

Associate had a genuine enthusiasm for the brand and very strong product knowledge. Her sharing a love of the brand and showing her favorites and best-sellers made an impact, like she had an honest interest in customer needs:

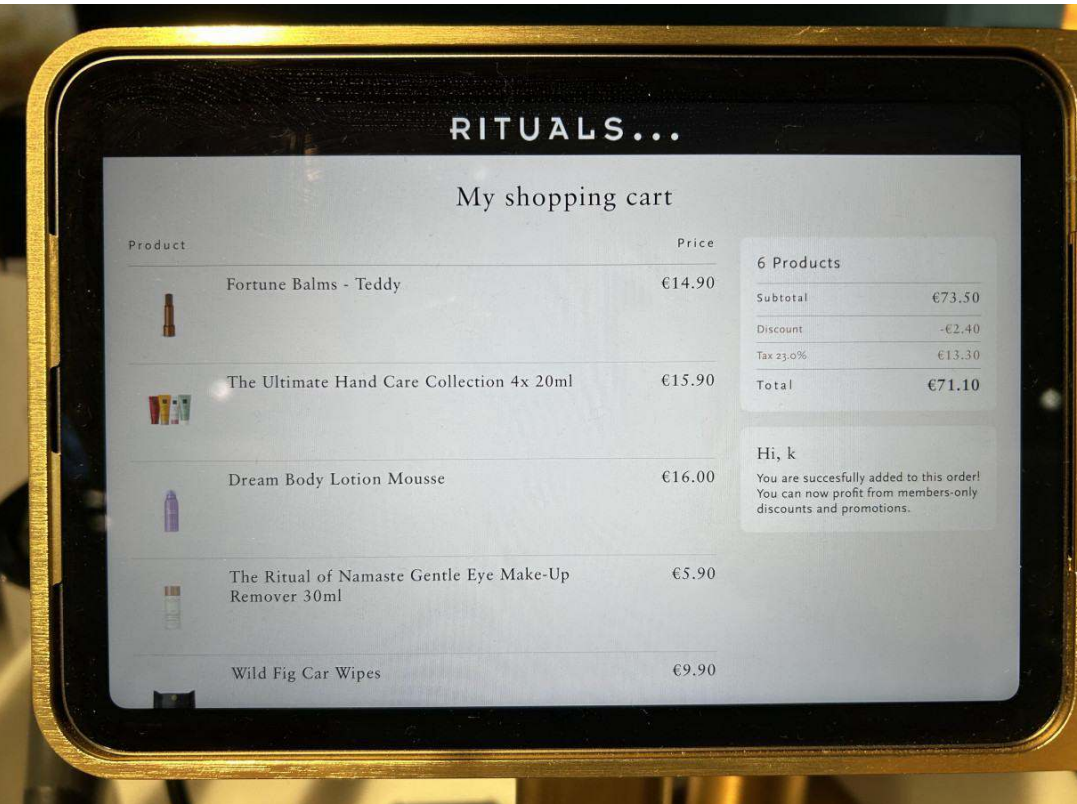
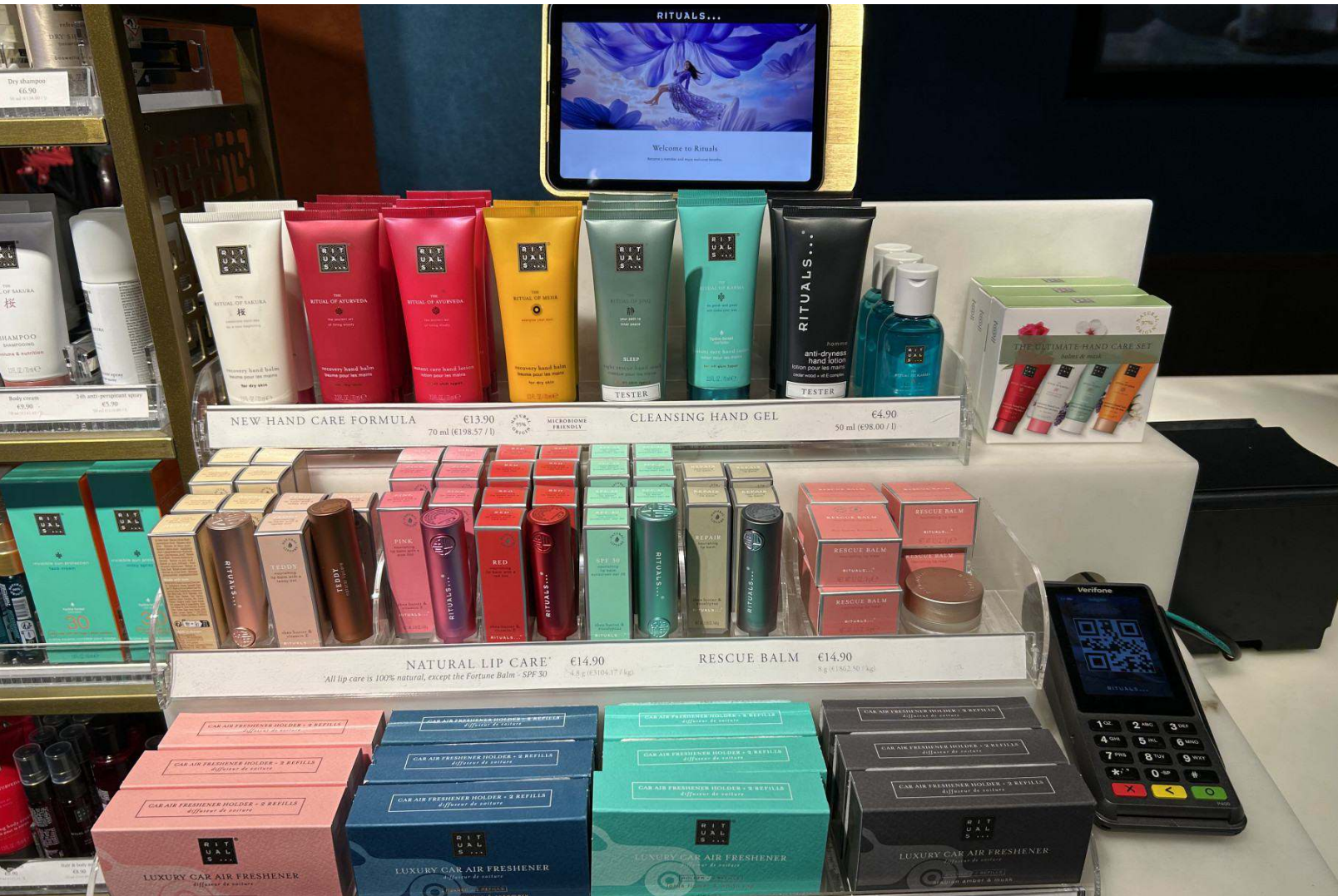
- Immediate greeting "What brings you in today?" (asking open-ended questions help start conversations with customers)
- Toured me through store to explain all areas (bath, body, cosmetics, etc.).
- Explained limited offers/promotions/exclusive items.
- Asked if I'd like to try anything, including at the in-store sink area.

TECHNOLOGY ELEMENTS

Visual elements, including digital window sign (screen) and neon "life is a journey" sign.

QR code on select signs to "Discover More" link directly to specific category, e.g., Mehr links to full collection, featuring best-sellers first.

Customer-facing iPad at POS featured brand imagery.



STORE BASICS

STORE DESIGN & NAVIGATION

Very intentional navigation path, seamlessly guiding customers through various areas. This created a natural customer journey and flow.

Visuals and decor included a "tree" in center, "wagon" merchandised with various products, and small seating area with comfortable chairs and small table to drive up dwell time.

AESTHETICS

Immersive, sensorial experience including spa-like music and lovely scents throughout.

Although the scents are somewhat intense, they're not overpowering.

One male shopper was overheard saying, "I'll wait outside...the smell is too strong in here..."



CUSTOMER DATA CAPTURE, FOLLOW-UP, LOYALTY/REWARDS PROGRAM

Gift with Purchase (GWP) given when email was provided at the POS.

Multiple emails sent within the first week:

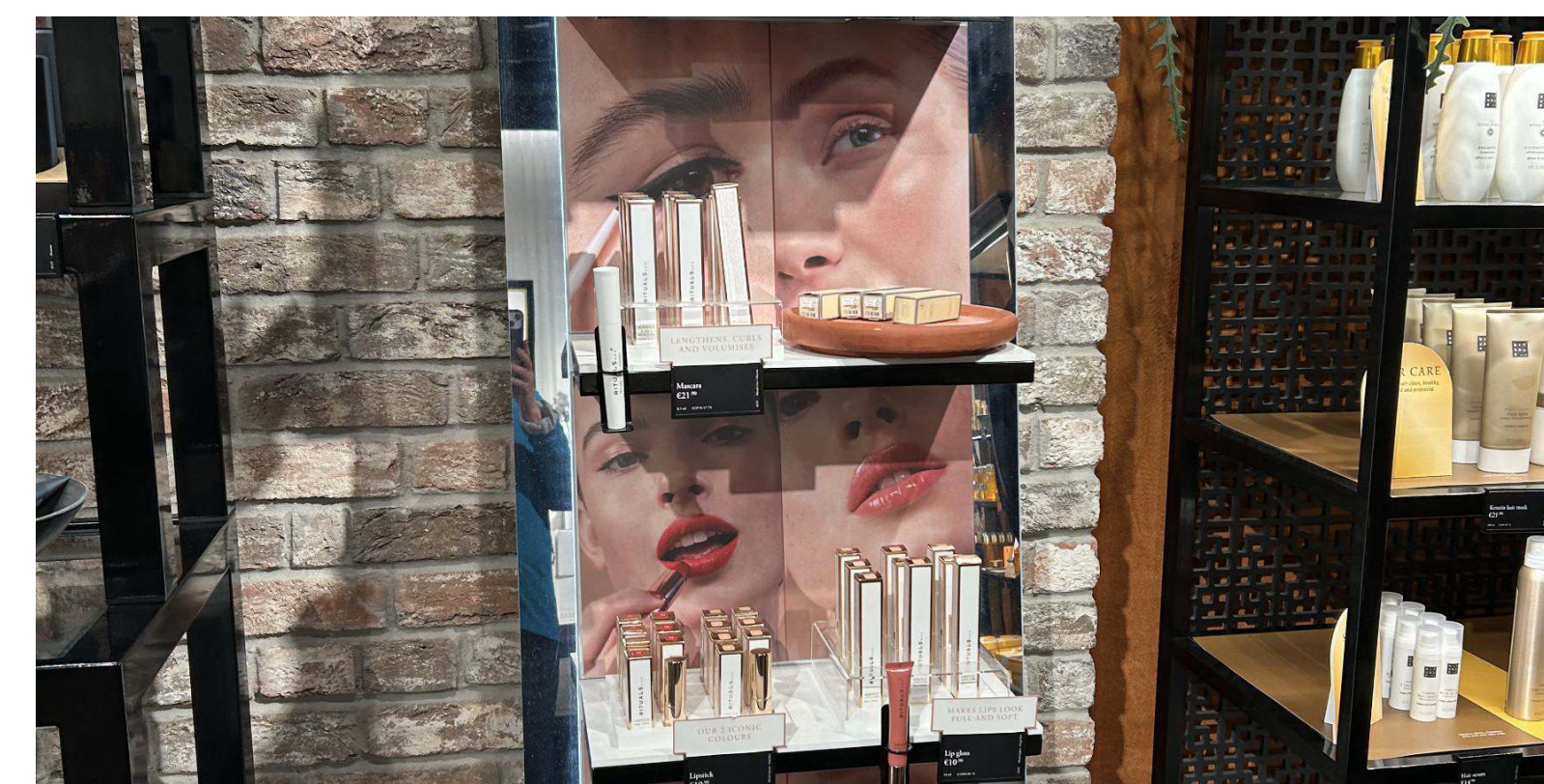
- Welcome & Membership ("premium access")
- Get to Know You quiz
- Beware of Impostors
- GWP
- Special Member Gift (already in virtual cart)

All emails were relatively personalized and/or offered gifts. One included online-only items and "Gratitude" account plus QR code, although it didn't link to anything. This could be because there are no stores in US.

My Rituals Program: GWP \$60+, exclusive events, personalized offers, special gifts (outlined on site with first login).

OTHER NOTES

Mall kiosk featured Rituals ad



THE SENSES MATRIX

SIGHT

- Visual elements (the tree and wagon) serve as powerful focal points but don't take away from the products.
- Signage and design elements (like the refill station) reaffirm the brand values, helping them come to life.

SOUND

- In-store music is reminiscent of a spa; relaxing and subtle.

TOUCH

- Various spaces and interactive areas focus on allowing people to test product.
- In this category, touch works in tandem with scent, which is why having several opportunities for people to trial is important.
- Associates can support customers through product trials, making the sensorial experience stronger.

PALATE

- Smell is key for a space offering skin and body care, but it's critical to not use competing fragrances or have the scent be so intense that it's overwhelming.

SIXTH SENSE

- Minor use of technology, solely to complete transactions and feature relevant brand content.
- Post-purchase digital engagement adds continuity to the experience and allows customers to re-live their positive in-store interactions.

FIELD TEST

Ask these questions to benchmark key learnings against your branded environments.

1

How can you use visual merchandising, signage, and design elements to tell the story of your brand and its mission?

2

What role can associates play in telling the brand story and communicating the value of your products (conversation, trialing, etc.)?

3

How can you integrate digital touchpoints and content into the store to encourage further education and discovery?

About the Analyst: Kate Fannin is a strategic Retail Realist passionate about customer-first, immersive experiences that engage shoppers (or don't!). With her strong focus on ROE (Return on Experience) and "connecting the dots" between customers and brands, she reinforces the mantra "People Buy Things. They Pay for Experiences." Kate has 18+ years of expertise in Marketing, Retail, and Consumer Behavior at The Estee Lauder Company, Nordstrom, Neiman Marcus, and Gap.

