



Exclusive: Rituals makes a play for larger Gen Z spend with new limited edition range #222201

By Amanda May | Published: 27-Feb-2025

Body Care Wellness

The brand is tapping into younger shoppers' buzz for collectable sets with The Dream Collection – packed with fun textures and trending products



Rituals is betting on the exclusive/collectables trend to lure in more Gen.Z.beauty.shoppers with the debut of its exclusive The Dream Collection.

The Dutch beauty brand's ethereal-like body and home cosmetics range designed to "elevate your self-care routine" is only available for a limited time, and features fun textures and trending products to appeal to a younger demographic.

From whipped cream-like foams to sparkling lip glosses in a campaign which uses shade of the moment pastel purple – which brands such as Huda.Beauty have been jumping on this year – it is tapping into several hot moments in the beauty cultural zeitgeist.

"The Dream Collection offers pastel packaging, playful products and unique textures, to appeal to younger audiences and more broadly with brand fans," Lot van Rij, Innovation Director at Rituals, told Cosmetics Business.

"Our limited edition collections perform very well, and several factors tend to contribute to their success.

"We also see a viral appeal when there is a buzz about new collections on social media platforms such as TikTok and Instagram, as the hype about [these] collections increases and can lead to sellouts.

"The exclusivity and scarcity of a limited edition is part of the appeal."



The Dream Collection is available for a limited time only

The Dream Collection comprises a Whipped Shower Foam, Lip Oil, Hand Wash, Scented Candle and eau de parfum.

The collection is infused with ingredients like blue daisy and moonstone to create a 'cosy, modern scent' housed in playful textures and products.

"The collection [was] designed to feel unique and sensorial, from a Whipped Shower Foam to a shimmering hand wash and luxurious sparkling lip oil – each product was designed to enhance the self-care experience and make beauty fun," said Rij.

"The unique textures and fun formulations turn everyday routines into moments of indulgence, making self-care feel more luxurious and enjoyable.

"The whipped foam and shimmer-infused formulas also create an element of surprise and delight, making products feel special as they offer an enhanced visual and sensory appeal."

The glossy lip oil also taps into the rise.in.popularity.of.this.product.category last year with Gen Z.

"Lip oils have become increasingly popular as they offer both skin care benefits and sheer, glossy colour," added Rij.

"I love our lip oil because the ingredients include vitamin E and hydrating squalane, so the product is both functional and indulgent. with a nourishing feel and a lightweight texture."



The range is supported with dreamworld-inspired artwork

Rituals used artificial intelligence (AI) in combination with a real-life model to create the visual assets for the limited edition collection – the first time the brand has done so.

It said this combination enabled them to push the team's creative boundaries to bring the exclusive range's 'dream world' to life.

"AI can generate stunning environments and it allows for the creation of elements that would be highly expensive or challenging to produce in real life," Dagmar Brusse, Creative Director at Rituals, told Cosmetics Business.

"Such as futuristic landscapes, fantasy effects or dreamlike textures, while the real-life model keeps the campaign grounded in authenticity.

"It was important for us to create a visually captivating campaign that feels both aspirational and relatable, making the new collection launch more impactful and memorable."

Rituals teased that other limited edition collections like this could launch in the future.

Rituals Dream Collection is available to purchase from 3 March on rituals.com and in-store.

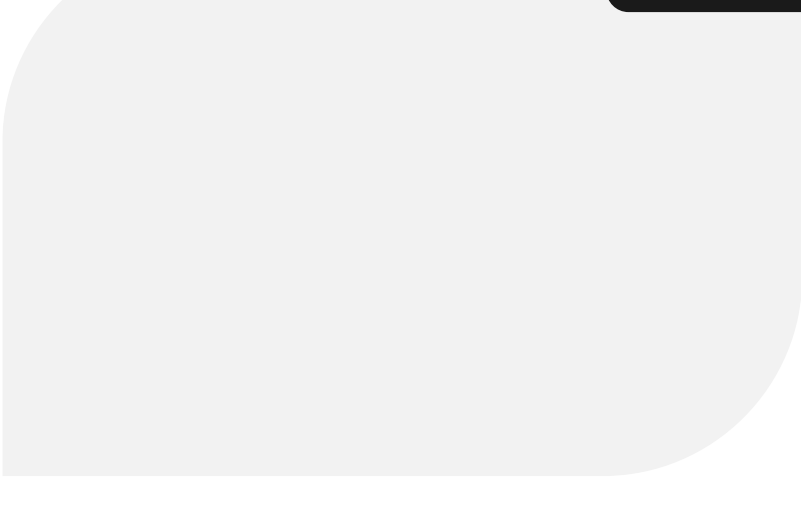
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