

First Impression Ensures an Ideal Luxury Retail Experience in House of Rituals with Bose Professional

FRAMINGHAM, Mass. – Jan. 30, 2024 – [Bose Professional](#) announced its collaboration with integrator First Impression audiovisual to create an unforgettable sound experience for leading luxury retail brand Ritual Cosmetics at their House of Rituals flagship store located on Kalverstraat in Amsterdam. The four-story lifestyle and shopping destination spans more than 1,900 square meters and is significantly larger than any other 1,150 Rituals Cosmetics outlets around the world. First Impression relied on Bose Professional to provide a decentralized network audio solution for this unique, diverse retail space that would blend seamlessly with the varied aesthetics throughout each department.

“Bose Professional not only offered a solution to meet the demands of each space, but their systems work effortlessly with Dante technology. For every goal we had, there was a solution—from loudspeakers to amplifiers to DSPs,” stated First Impression’s Senior Solutions Architect, Richard Berkhout.”

The system includes 80 FreeSpace loudspeakers, 12 DesignMax DM3SE loudspeakers, nine DesignMax DM8C-SUB subwoofers, a FreeSpace 3 Series II Acoustimass bass module and MB210-WR outdoor subwoofer. Despite their small size, the loudspeakers deliver clear, intelligible highs and low end, while the subwoofer and bass equipment provide impressive low frequencies without distortion.

In addition to elevated audio performance, House of Rituals required the sound system to disappear into the environmental design of each floor. From the simulated jungle foliage-covered wall and custom perfumery to the home decor space and the Arabic-Asian restaurant, the audio experience engulfs customers immediately, inviting them into a hidden oasis in the city.

“Our choice to implement the Bose Professional solution was a logical one,” added Berkhout. “Bose Professional enabled us to create a solid solution across the various spaces. With their product breadth and support, they more than lived up to their reputation.”

Listed as one of the Top 10 Global Stores by LinkedIn, House of Rituals is described as “an escape from the hectic city life, and a holistic haven for the mind, body and soul.” The partnership between Bose Professional and First Impression ensured the sound and environment would exceed Ritual Cosmetics’ desire for powerful, integrated and complementary audio to create the ideal luxury shopping experience.

For more information on Bose Professional and the House of Rituals project, please visit BoseProfessional.com/HoR.

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Photo 1: FirstImpression-BoseProfessional_HouseofRituals_Outside.jpg

Photo Caption: House of Rituals, located on Kalverstraat, Amsterdam’s premier shopping street.

Photo 2: FirstImpression-BoseProfessional_HouseofRituals_HomeDecor.jpg

Photo Caption: At House of Rituals, personal rituals include pampering the mind, body and spirit.

Photo 3: FirstImpression-BoseProfessional_HouseofRituals_DreamSpot.jpg

Photo Caption: Breathtaking spots throughout the four floors of luxury shopping invite customers to fully take in the Rituals lifestyle approach.

Photo 4: FirstImpression-BoseProfessional_HouseofRituals_LuxuryShopping.jpg

Photo Caption: House of Rituals provides an ideal shopping experience.

About Bose Professional

Founded on the belief that innovation begins with exploration, Bose Professional is dedicated to delivering a variety of audio solutions for today’s diverse environments. The company’s spirit of invention is focused on creating systems that are easy to design, install, and operate for performance and commercial applications. These systems can be heard all around the world: in hotels, retail stores, restaurants, houses of worship, universities, and

more. For more than 50 years, Bose Professional has partnered with AV integrators, system designers, installers and consultants to build unforgettable audio experiences.

About First Impression

It's all about experience

Our customers are looking for ways to tell their brand stories in an innovative way and we help them to accomplish this by applying tech-driven solutions. With these solutions, First Impression creates 'phygital experiences' through multi-sensory storytelling by combining audiovisual technology with appealing content. In addition to experienced technicians and engineers, the team consists of creative professionals who plan the strategic steps to form the entire customer journey. First Impression works for A-brands in retail, leisure and automotive with clients such as Rituals, Basic-Fit, and TUI. First Impression supports worldwide rollouts for all stores, flagship stores, and experience centers.

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