

FAQ™ takes center stage at Korean Duty Free



FAQ™ opened its second counter at The Shilla Duty Free Seoul Downtown Store on June 7; the brand's 100 Range has been selected by *Elle Korea* as an Editor's Pick in its June issue



FAQ™ has been taking the world by storm, since its inception in December 2020. Slated to be the key to turning back the clock on the anti-aging process, the brand has generated buzz and cemented itself in the luxury beauty sphere with aggressive marketing and in-store counters.

Building on this, [FAQ™](#) opened its second counter at [The Shilla Duty Free Seoul Downtown Store](#) on June 7. Following the launch of its first counter in the world at Hyundai Department Duty Free Store Dongdaemun in December 2020, the new store marks the second FAQ™ store in Seoul, a remarkable achievement for such a young brand.

FAQ™ has monitored the beauty market and beauty trends since the easing of travel restrictions, as the world enters an endemic stage and determines that now is the right time to increase on-ground presence. As many businesses and people begin to resume a normal day-to-day, the Korean duty free market has reported a steady increase of sales and traffic numbers, since the beginning of 2022.

The successful opening is coupled with other significant news – the brand's FAQ™ 100 Range has been selected by *Elle Korea* as an Editor's Pick in its June issue. Highly sought after by both domestic and international brands, this particular Editor's Pick emblem serves as a landmark recommendation for the best beauty item of the month, verified by professional beauty editors.

With three devices available under the FAQ™ 100 Range, FAQ™ introduces a new type of technology to the market, staking its claim as the world's most powerful fusion of professional and home beauty. Featuring a wide range of innovative facial rejuvenation technologies such as EMS-Pro, Power-RF, LED-Pulse and T-Sonic™ pulsations, the range devices deliver concentrated power for magnificent results.

"We are ecstatic to have locked in yet another on-ground presence for FAQ™ in Korea, and increase

our point of sales for the ease of consumers. The devices available under the brand are truly a phenomenon to those seeking anti-aging treatments that work, and we look forward to being able to introduce and share our beloved brand with more people. Partnering with The Shilla has only made the process more streamlined for us, and we thank them for their continued support and cooperation,” comments Gary Leong, Global Travel Retail Director, FOREO & FAQ™.

FOREO has been in partnership with The Shilla since 2018, as a main strategic partner in its travel retail arm. The partnership sees a total of five FOREO counters and the newly launched FAQ™ counter, contributing significantly to the total of 18 duty free counters in Korea, spread among Seoul, Busan, Jeju, and Incheon Airport. Korea’s recovering tourism expects to see the number of foreign tourists visiting duty free shops to increase in 2022, as COVID requirements for overseas tourists and flight regulations at Incheon International Airport have been eased since June.