

FOREO announces new opening at Luxe Duty Free Manila



FOREO gondola at Duty Free Philippines

FOREO has announced a new opening at Luxe Duty Free in collaboration with Duty Free Philippines, located downtown Manila. The brand says it is off to a great start to the new year, picking up on a project that was put on hold due to the pandemic. According to the team, both parties worked hand-in-hand to ensure that the project, which was initiated in 2019, moved forward. The project includes various gondola placements.

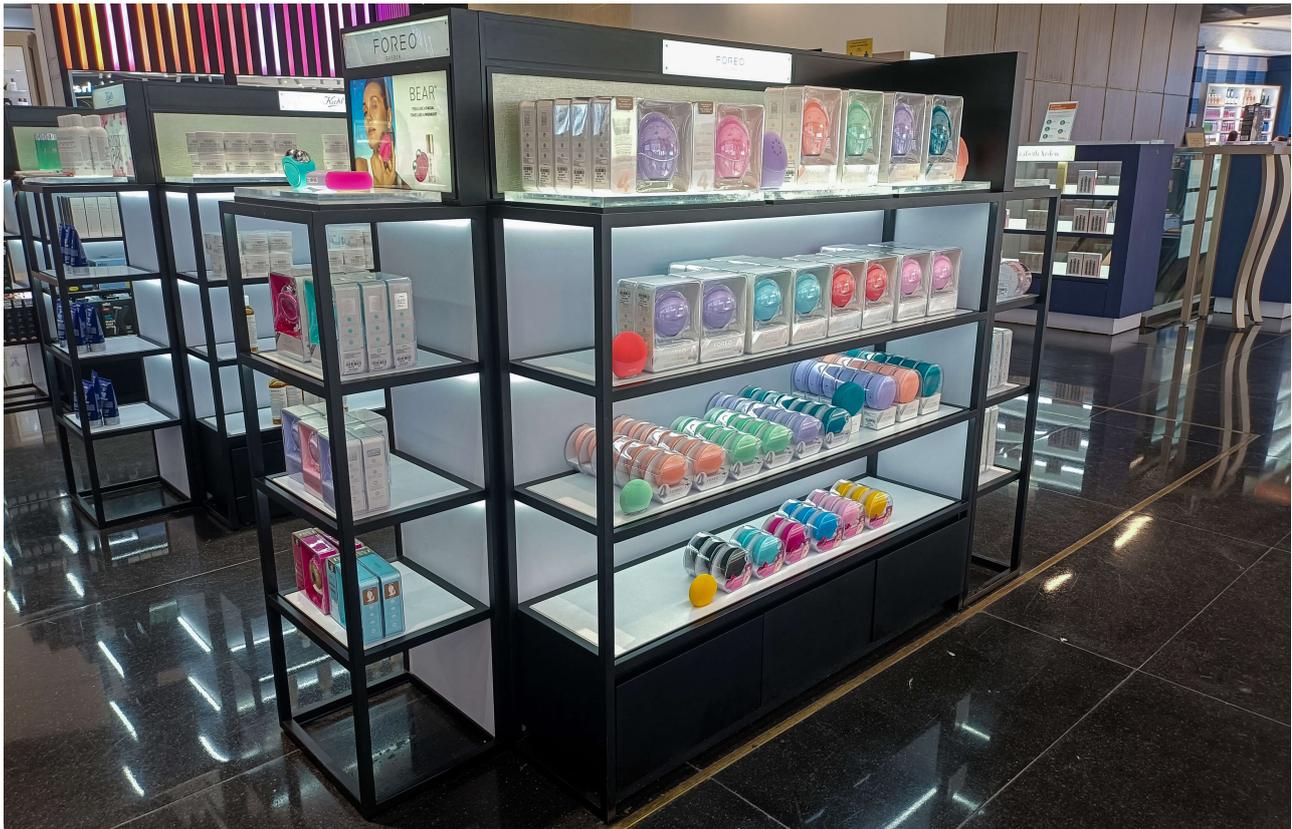
On display is the newly launched LUNA 4 range, which made its official global debut at TFWA Cannes 2022. The LUNA 4 go, LUNA 4 mini, LUNA 4, LUNA 4 plus, and LUNA 4 body are already proving to be global bestsellers, with new and cutting-edge technology. Accompanying the range is the LUNA play smart 2, the microcurrent powered BEAR and BEAR mini, and the 90-second masking miracle UFO 2.

Duty Free Philippines' latest downtown store, Luxe Duty Free is located strategically in the heart of Manila, drawing the attention of those spending time in the entertainment district. Spanning more than 3,000 square meters of retail space, the retail space offers a fitting ambience for prestige beauty, fashion, and luxury, with a vast range of brands. The mall is home to some of the most sought after labels in the world of fashion.

"It gives us great pleasure to finally be able to officiate our opening in Luxe Duty Free in partnership ¹

with Duty Free Philippines. We have worked tirelessly to ensure that the launch materialised, and to see it come to life proves our tenacity and unwavering commitment to our beloved brand. We would like to extend a huge thank you to Duty Free Philippines who have been integral in the process, and dedicated in their support to us," says Gary Leong, Global Travel Retail Director at FOREO.

"When we set out with Luxe Duty Free, we aimed to change the mindset of the younger Filipinos, and tap into a massive segment. Targeting the younger consumer is a game-changer for us, as duty-free brands rarely engage them. With a notable and fresh brand such as FOREO on board, we hope to be able to engage a spending power and disposable income that is ripe for the picking. We can't wait to see what else we can explore with FOREO, and we hope for a long and fruitful relationship," adds Celina Esteban, Managing Director at Regent Travel Retail Group.



The newly launched LUNA 4 range is on display