

# FOREO opens stores in Cambodia and strengthens Dufry partnership



The stores are located at Phnom Penh International Airport and Siem Reap International Airport

Post-pandemic, [FOREO](#) knows no bounds – the brand has expanded immensely with placements all over Asia. The latest expansion in Cambodia, sees its partnership with Dufry nourished further with the opening of two new stores in two airports: Phnom Penh International Airport and Siem Reap International Airport. Dufry recently announced a five-and-a-half year extension at both locations.

FOREO has gone to great lengths to ensure its touchpoints with current and potential customers are memorable, unique, and reflect the personality of the brand. The specially designed rubik's cube gondola at the Phnom Penh Airport, and wallbay at Siem Reap Airport, were constructed with the customer in mind, aiming to give a more experiential and attractive encounter to tourists.

The two new stores mark FOREO's fifth and sixth stores in partnership with Dufry, following The Venetian, Macau, Hong Kong West Kowloon Station, Haikou Mova Mall, China and Genting Highlands SkyAvenue, Malaysia.

Along with FOREO's hero products: LUNA 3, LUNA mini 3, UFO 2, and the BEAR, the brand's rising star, PEACH, will be available at the newly opened POS. The PEACH, which offers unparalleled hair removal, caters perfectly to the tourist's needs of enjoying tropical weather with a smooth and convenient hair removal experience. The PEACH uses IPL technology seamlessly and painlessly removes hair along

the legs, armpits, and bikini line, and with prolonged use, guarantees significantly lesser growth of hair.

Tourism in Cambodia has bounced back since 2020, with a Ministry of Tourism press release stating that the situation is improving and expected to return to pre-pandemic level in 2023 for domestic trips with an anticipated 11 million tourists. The government also expects seven million international tourists by 2025. During the first four months of 2022, Cambodia welcomed 241,485 international tourists, an increase of 191.5% YoY, logging 5.04 million domestic trips, a 16.5% rise from 2021.



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"We have always had a solid and reliable relationship with Dufry, and to extend it further with placements in Cambodia is an honour for us. The country's tourism is recovering rapidly, and in tandem with anticipated summer tourists, it's the perfect time for us to launch the PEACH, which will no doubt be well received. We're pleased to extend our offerings apart from our hero products, and look forward to a continued partnership with Dufry for other placements," says Gary Leong, Global Travel Retail Director, FOREO.

“FOREO is a great brand to have on board with Dufry, with the weight and the power the brand holds. They have constantly outdone themselves with new and innovative releases, which is in line with Dufry’s growth plan of constantly striving to innovate and lead the market. We look forward to a strong and successful partnership with them,” adds Thomas Galet, Dufry General Manager South Asia.