

Foreo debuts at CDFG's Hong Kong downtown beauty store



Foreo's new door is located at China Duty Free Group's beauty store inside Hong Kong's popular Citygate Outlets shopping mall in Tung Chung, Lantau Island

Swedish beauty device specialist Foreo has opened a new retail door in downtown Hong Kong at China Duty Free Group's beauty store.

Located at Hong Kong's popular Citygate Outlets shopping mall in Tung Chung, Lantau Island, the dedicated beauty arm of the China Duty Free Group aims to offer a new shopping experience. The store carries 45 international premium beauty brands.

Foreo is on track to open new counters in mainland China via China Duty Free Group from September to December, in a bid to meet the "ever-growing" consumer demand from shoppers located on the mainland, the firm said.

Foreo Travel Retail has expanded globally to 230 locations in 26 countries in two-and-a-half years since it began in 2016.

Solid partnerships with supportive and leading retailers have allowed Foreo to grow travel retail "exponentially", it added.