

FOREO says it's ending the year on a "Hainan note"



An outside look at the cdf Beauty store



FOREO wallbay & gondola ft. the Glow Up collection

FOREO has been on a "year-long mission" to effectively expand in the region of Hainan post-pandemic, by deepening its presence with numerous duty free partners. With the end of the year drawing near, the brand has announced the launch of two new stores in partnership with China Duty Free Group (CDFG), located at cdf Haikou International Duty Free Shopping Complex and cdf Sanya International Duty Free Shopping Complex.

The beauty section at CDF Haikou International Duty Free Shopping Complex occupies 30,000 square meters of the mall's total 280,000 square meters, featuring the industry's most comprehensive portfolio of brands. With FOREO's new locations inside the Beauty Hall, the brand invites its loyal legion of customers to explore the LUNA 4 range and the Glow Up collection, specially designed with the Chinese consumer in mind.

Other products available are the LUNA mini 3, LUNA 3, BEAR and UFO 2. To celebrate the launch, FOREO has displayed a giant advertisement on a LED flag, a focal point of the cdf Haikou International Duty Free Shopping Complex.



FOREO LED flag advertisement at cdf Haikou International Duty Free Shopping Complex

Anniversary celebration

FOREO's success in Hainan is not limited to new openings – the brand is also celebrating its one year anniversary of the FOREO and FAQ pop-up store. Originally designed as a one-off execution, the sister brands received overwhelming support and positive feedback from customers that the activation morphed into a semi-permanent brand placement.

The latest HTDF pop-up occupies an area of 40 square meters on the first floor of the mall, alongside names like Hublot, TAG Heuer, Bvlgari, Chloe and Fred.

The activation has been described as a "one-stop home spa experiential zone," and allows the customer insight into a full skincare routine using FOREO and FAQ products, spanning cleansing, hydrating, and lifting. By providing the customer with hands-on experience with both brands, they have been able to effectively witness methods of usage and benefits, turning potential customers into repeat purchasers.

Additionally, all customers will receive a FOREO in-store gift if they post photos of the activation on social media. The pop-up is currently running from the Christmas season to February 28, featuring products such as the FAQ 101, FAQ 102, LUNA 4, LUNA 4 mini, LUNA 4 go, BEAR and UFO 2.



FOREO LED screen advertisement & gondola at new CDF HTB counter



A summary of offline & online placements

FOREO has forged a path of success within the region in 2022 – to date, the brand has covered all offline duty free shops in Hainan, bringing the total number of physical stores to 10 in 2022. This covers four stores in Sanya, six stores in Haikou and one more store slated to open in Wanning mid-January 2023. The brand has also added two retainers of WFJ and ZHDF which will launch in 2023. For duty free online stores, FOREO entered CNSC, SZDF, and HTDF online stores including original retainers of CDFG and Sunrise. This brings the total of online placements of the brand to 11, with two more scheduled to launch by January 2023.

The offline locations for the brand include Sanya International Duty Free Complex in Haitang Bay with CDFG, Sanya Hainan Tourism Duty Free Shopping Complex with HTDF, Sanya Phoenix International Airport Terminal 1 with CDFG, Sanya CNSC Hongzhou Plaza with CNSC, Haikou XHG Mall with CDF, Haikou Meilan Airport Terminal 1 & 2 with CDFG, Haikou Mova Mall with CDFG, Haikou GDF Plaza with GDF, and Wanning Wonder Wave with WFJ, opening on January 15, 2023.

Online placements span Hainan online with CDFG, Beijing VIP online with Sunrise, Shenzhen Qianhai online with CDFG, Sunrise Shanghai online with Sunrise, Sanya online with CDFG, Hangzhou online with CDFG, Guangzhou online with CDFG, CNSC online, SZDF online, GDF (Dufry) online, HTDF online, and ZHDF online and WFJ online, both opening by January 2023.

FAQ presence

For sister brand FAQ, the brand has a total of five offline stores, covering Sanya Tourism Duty Free Shopping Complex with HTDF, Haikou Global Duty Free Plaza with GDF, Haikou Mission Hills with SZDF, and Wanning Wonder Wave with WFJ and Gongbei with ZHDF, slated for opening in January 2023.

"Our successes in Hainan this year have proven that the sky's the limit for our beloved brand. We have consistently gone from strength to strength, cementing our presence in a region that has been earmarked as the global hub for travel retail. We thank our partners for their dedication and their endless support as we forge a new path for FOREO and set the bar even higher for ourselves moving into 2023," says Gary Leong, Global Travel Retail Director, FOREO.