

# FOREO KOREA hosts live event with Naver

As livestreaming and e-commerce have become increasingly important, Swedish beauty and tech giant FOREO recently hosted an event in partnership with online platform Naver.



A total of 2,712 people tuned in for the hour-long live-commerce session, which garnered 9,000 likes during the livestream on Monday evening. The audience was seen actively participating in the chat segment of the live, with FOREO's brand representatives on-hand to answer questions and queries in regards to pricing, device functions, and specifications

This live-commerce event, held January 24, was a first for the Korean arm of FOREO; the event offered a number of promotions, highlighting mainly the UFO™ 2, LUNA™ mini 2, and LUNA™ fofo.



Influencer Inyoung Choi introduced the brand and the products, while Hyewon Cho, from the PR and Marketing team of FOREO Korea, acted as a brand ambassador. The company believes that FOREO employees are the best representatives of the brand, able to passionately speak about their love and passion, thereby successfully expanding target audiences

Global Travel Retail Director Gary Leong said “Live-commerce is definitely the marketing trend of the future, and post-pandemic, we have seen a skyrocketed demand for these interactive sessions. We are especially proud of our Korean arm for organizing the inaugural session with such a reputable e-commerce platform, and thank Naver for their hospitality and cooperation.”