

FOREO launches at Zhuhai Gongbei Arrival Duty Free Shop



A snapshot at the Zhuhai Gongbei Arrival Duty Free Shop Grand Opening event

FOREO has opened its latest travel retail location at Zhuhai Gongbei Arrival Duty Free Shop in Guangdong Province. This placement sees the complete LUNA 4 collection, the BEAR mini and the ISSA 3 on offer.

Featuring more than 100 international high-end fragrance and cosmetics brands, the proportion of first-entry brands at land ports covers over 50%. Taking center stage is FOREO's "Swedish Beauty in 3½ steps" campaign, which promotes its six and a half minute, step-by-step beauty routine.



LUNA 4 collection on display in the channel

“We are beyond thrilled to have successfully penetrated into Gongbei Port, proving another milestone project for the FOREO Travel Retail team. Gongbei Port is an important benchmark for the duty free economy of the Greater Bay Area, and with full resumption of outbound and inbound tourism between the Mainland, Hong Kong, and Macau, we are indeed looking forward to a very successful H2 of 2023. We thank Zhuhai Duty Free for their strong support and dedication towards making one of our dreams become reality,” says Gary Leong, Global Travel Retail Director at FOREO.

As a leader in China’s travel retail business, Zhuhai Duty Free has built a strong reputation since its inception in 1980. With the opening of Gongbei Arrival Duty Free Shop described as a landmark project for the group, this strategic placement is located at the land port with the largest customs clearance flow in China.

The duty free business area now spans 3,889 square meters.