

FOREO pampers VIPs in closed-door beauty masterclass



The Summer Skincare Essentials with FOREO masterclass

FOREO recently brought fun to learning for a group of Key Opinion Leaders (KOLs) and Lotte Duty Free VIPs in a closed-door beauty masterclass dubbed 'Summer Skincare Essentials with FOREO.'

Hosted by renowned live-streaming presenter Inyoung Choi, alongside Korean skin expert Gana Park, the session saw nine KOLs and 16 VIPs receive an in-depth introduction into the brand and its products, with expert tips and tricks on perfecting filter-free skin. The hosts also suggested summer skin care routines bolstered by the wide-ranging functions of FOREO devices, and shared real reviews with the participants.

Among the FOREO products highlighted during the session were the LUNA 3, the BEAR, and the UFO 2. With their skin-focused functions and app-based usability, the devices are the perfect addition to any skincare routine, ensuring a seamless and user-friendly experience while on-the-go. With borders gradually opening worldwide, the beauty class aimed to educate the VIPS and KOLs on skincare routines and prepare them for their upcoming travels.

The guests of the masterclass were further pampered with a FOREO gift box containing some of the brand's best-selling items, alongside a curated selection of finger foods. The FOREO products were personalized for groups of two to four per table, allowing guests to explore which products would be suitable for their specific skin type needs.

Global Travel Retail Director Gary Leong said, “Being able to engage with KOLs and Lotte Duty Free VIPs in-person is an essential tool for us to target new customers from the grassroots. By ensuring that more people have a solid understanding of the brand and its products, we are able to lock in life-time consumers, and increase brand loyalty.”

South Korea has reported healthy tourism figures since the opening of borders. The tour arm of online retail giant Interpark Corp reported a 324% growth in flight bookings for Oceania between March 11 and March 27, as compared to the same period in 2021. Southeast Asia bookings also jumped by 268%, while Europe bookings recorded a 262% increase.

As South Koreans embrace what FOREO calls “revenge travel” in the press release, it says the most popular routes have been determined as Hawaii, Los Angeles, New York, Frankfurt, Ho Chi Minh City, and Bangkok – all of which saw an increase of 110% in terms of bookings according to Asiana Airlines.