

FOREO x cdf Beauty launch livestream in Hong Kong

cdf Beauty x FOREO
SWEDEN

直播预告

FOREO与你解救夏日外油内干肌

7月9日
12:00 - 1:00PM

扫码立即进入直播间

直播有礼

点击观看更有机会赢取
LUNA FOFO洁面仪 (价值HKD720)

cdf Beauty

The hour-long session led consumers in Hong Kong to purchase FOREO products via cdf Beauty's WeChat Mini program

FOREO and cdf Beauty partnered to launch a livestream session to exclusively promote the Swedish tech and beauty leader. Held on July 9, 2021, the hour-long session led consumers in Hong Kong to purchase FOREO products via cdf Beauty's WeChat Mini program.

The FOREO team introduced hero products such as its range of facial cleansing massagers, LUNA 3, LUNA mini 3 and IRIS eye-massager, during the livestream. The event also highlighted a number of travel retail exclusive sets such as Picture Perfect and LUNA mini 3 Winter Collection. As a bonus, FOREO conducted a giveaway session to increase engagement among viewers.

Since the global pandemic has forced customers to become more dependent on a contactless shopping experience, this partnership is in line with FOREO's mission to further expand digitally. Quarantine restrictions and self-isolation practices have led to individuals consuming social content at

an increased rate, resulting in many customers depending heavily on digital marketing to impact purchasing decisions.

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FOREO
露娜3小V脸套装(露娜3粉色+精华30ml)
(推荐-限量套包)



~~原价: HKD1461~~
cdf Beauty直播专属价: HKD877

洁肤紧致二合一，全方位贴合面部的每一寸肌肤，清彻油脂、污垢，洗出娇嫩透亮。有效的净肤，同时拥有活力满满的紧致V脸。

The digital event introduced several FOREO hero products and highlighted travel retail exclusive sets such as Picture Perfect and LUNA mini 3 Winter Collection

FOREO
露娜迷你3洁面仪蓝色冬季限量装



~~原价: HKD1204~~
直播专属价: HKD723

使用感甩平价替代们几条街，清洁力好，依靠声波震动清洁，不会伤皮肤，洗完脸干净又嫩滑，不愧是洁面仪霸主。

“FOREO is continuing to strengthen its e-commerce initiatives in Hong Kong and Macau with cdf Beauty. The ‘new normal’ has pushed us to become more creative, when it comes to our digital marketing, and it has been an interesting journey. Foraging more into the digital landscape has given us the opportunity to explore new ways to market our products and tailor our content to suit certain customer demographics.

“It is an initiative that we have no doubt will pay off tremendously in the years to come, as customers become increasingly reliant on e-commerce. We are extremely thankful to have a powerhouse such as cdf Beauty to partner with us for our livestream and looking forward to many future projects to come,” says Gary Leong, Global Travel Retail Director, FOREO.

Covering 10,000-sq. ft. and housing 46 international brands of skincare, cosmetics and perfume products, the first large-scale cdf Beauty flagship store launched at Citygate Outlets. Cdf Beauty has gained international recognition as a one-stop shop for all things luxury and beauty.