

# GDF Plaza hosts inaugural FOREO & FAQ™ livestream



Featuring Bella Ding at FOREO & FAQ™, the online event marked the first time that the sister brands promoted their products exclusively via travel retail channels

Celebrating another first for FOREO, its sister brand FAQ™ and travel retailer GDF Plaza in Haikou, Hainan, hosted a special livestream to showcase select devices. The online event marked the first time that the two brands promoted their products exclusively via travel retail channels.

The range of products featured by FOREO included the cult LUNA™ mini 3, UFO™ 2, ISSA™ baby, and ISSA kids. The brand strategically highlighted its famous travel retail sets of Picture Perfect, which offers the LUNA™ 3 and a Serum Serum Serum, the LUNA™ mini 2 limited-edition Candy Collection, and the Beauty Detour set of the ISSA™ 2 and LUNA™ play.

The anti-aging device brand FAQ™ highlighted the FAQ™ 101 and FAQ™ 102, both targeted toward those seeking an effective, yet affordable method to turn back the clock.

Enhancing the festive atmosphere and encouraging first-time customers to make a purchase, the brands offered hero products at special discounted rates and conducted a lucky draw session to increase audience engagement.

Since FOREO and FAQ™ believe that brand education is vital to attract new customers and retain current ones, Bella Ding, Senior Product Training Manager, Global Travel Retail, FOREO and FAQ™, presented the products during the livestream. Ms. Ding provided a comprehensive introduction of each of the star ranges, highlighting the correct usage and the benefits for all. Alongside the Training Manager was a representative of GDF Plaza.

“Working with our partners this year has been an interesting journey for both brands by expanding even further into the digital marketplace. As the pandemic has accelerated digital adoption, it is important that we keep up to date and stay relevant.

"Our recent livestream was able to effectively communicate the benefits of all our star products in a relatable and fun manner, and we thank GDF for its cooperation and continued support in our endeavors," says Gary Leong, Global Travel Retail Director, FOREO and FAQ™.