TFWA WE Cannes to mark European debut of FOREO sister brand

FOREO and FAQ will both make special announcements at the show

FOREO will be exhibiting alongside industry veteran and sister brand FAQ, which is making its debut in Europe with a presence at the show.

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Described as “set to send waves through the travel retail sphere,” the sister brands have special announcements in store for attendees of the event. According to a representative, both brands have experienced a stellar list of successes in 2022.

“While it has been business as usual for us, we have been secretly working behind the scenes to conjure up something ground-breaking – as is in FOREO’s brand DNA. We’re beyond excited to not only reveal our top secret project during TFWA, but also return to the exhibition as a whole, alongside our sister-brand FAQ,” says Gary Leong, Global Travel Retail Director, FOREO.

FOREO and FAQ look forward to welcoming TFWA delegates and members of the media to their booths at Booth G37, Yellow Village Level One.

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