

# FOREO enhances online presence in China Travel Retail



Launching on Sunrise Duty-Free Members App and featuring hero products such as the LUNA mini 3 and LUNA 3, FOREO has strengthened its digital platform activity in travel retail



With the aftermath of the pandemic still rippling through the travel industry and travel retail channel, brands have been forced to become more creative when it comes to promoting and maintaining sales in duty-free and tax-free retail.

Viewing this as an opportunity for further growth, FOREO has launched on Sunrise Duty-Free (Shanghai) “Members” App, strengthening its presence on digital platforms in travel retail by partnering with one of the most popular duty-free retailers in China.

The launch featured hero products such as the LUNA mini 3 and LUNA 3, alongside the newly launched BEAR, a microcurrent device, and the UFO 2, which has been upgraded to boast both thermo-therapy and cyro-therapy functions.

“We are very pleased to have launched on Sunrise Duty-Free ‘Members’ App.” FOREO is constantly seeking creative solutions to get ahead of the game and be at the forefront of digital expansion. A solid online presence is crucial for any brand in this day and age – especially, in the field of travel retail.

Consumers are becoming more tech savvy and are constantly seeking different ways to get their hands on the best buy. Online presence is definitely the way to go. We believe that this partnership will boost our sales and reach a new category of previously untapped consumers. With China’s e-commerce rate unmatched worldwide, the quest to work with as many online retailers as possible is a massive undertaking of its own – however, if it pays off, and we are very sure that it will, it will be worth the battle,” says Gary Leong, Director of Global Travel Retail, FOREO.

FOREO began its partnership with Sunrise Beijing App in May 2020, aiming to expand its presence online as businesses scrambled to manage the damaging effects of the pandemic. With so many other streams of revenue affected, FOREO saw expanded digital growth as the only way to recover and remain stable in such times of uncertainty.

Alongside digital growth, is the ever-growing volume of mainland tourism in Hainan, whose shopping and duty-free demand needed an alternate way to be satiated. FOREO deemed it only natural to make use of an online platform to offer customers an easy and efficient shopping experience.

The supporting Sunrise Duty Free Live Stream has a steady following and usually boasts a viewership of 300,000. FOREO's debut on the livestream was extremely interactive, with the participating social influencer presenting the audience a range of different FOREO products available to purchase. The audience became well-educated in regards to the functions and benefits of each product, prompting a positive response from customers.