

Amorepacific toasts to eighth TFWA Cannes with Primera skincare launch

This year at the TFWA World Exhibition in Cannes, Amorepacific Group showcased products from eight of its brands including Sulwhasoo, Laneige and Innisfree.



The company also revealed its Primera skincare brand, which recently launched into the travel retail channel. Primera's portfolio of products aim to deliver 'the benefits of nutrient-dense seeds to the skin'.

2019 marks the company's eighth consecutive year participating in the event.

"Global travel retail market is rapidly evolving characterised by keywords such as millennials, Free Independent Travellers and Digital," said David Park, Senior Vice President of Amorepacific Global Travel Retail Division.

"Through customer-centric innovation, Amorepacific will come up with initiatives dedicated to travellers including brand campaigns and signature products."

As reported, at this years exhibition held in Cannes, 506 companies operated booths with over 1,500 industry insiders attending. Among these, 141 beauty and fragrance brands participated.



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Amorepacific picked up awards for Best Skincare and Best Cosmetics products at the 2019 Travel Retail Awards in May; the only consumer-voted awards for the duty free and travel retail industry.

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