

Foreo boosts digital travel retail presence with Sunrise DF app launch

Swedish beauty giant Foreo has strengthened its digital travel retail presence by launching on the Sunrise Duty Free (Shanghai) 'Members' App.

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The launch, which is viewed by the company as an opportunity for further growth includes hero products such as Luna Mini 3 and Luna 3, alongside the newly launched Bear microcurrent device and UFO2, which has been upgraded to boast thermo-therapy and cyro-therapy functions.

Gary Leong, Global Travel Retail Director, Foreo said: "We are very pleased to have launched on the 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 and especially in the field of travel retail. Customers are becoming more and more tech savvy and are constantly seeking different ways to get their hands on the best buy."

He added: "Online presence is definitely the way to go. We believe that this partnership will boost our sales and reach a whole new category of previously untapped consumers. With China's e-commerce rate unmatched worldwide, the quest to work with as many online retailers as we possibly can is a massive undertaking of its own. If it pays off, and we are very sure that it will, it will be worth the battle."

EXTREMELY INTERACTIVE DEBUT

The supporting Sunrise Duty Free Live Stream (*see below video*) has a steady following, usually boasting around 300,000 viewers, according to Foreo. The brand said its debut on the live stream was 'extremely interactive', with the participating influencer showing the audience a range of different Foreo products and explaining their benefits. This prompted a positive response from customers.

Foreo began its partnership with the Sunrise Beijing App in May 2020. The aim was to expand its online presence as businesses strived to mitigate against the impact of the coronavirus pandemic.

The company said: “Alongside that was the ever-growing volume of mainland tourist growth in Hainan, whose shopping and duty-free demands needed an alternate way to be satiated. Foreo felt it was only natural to make use of an online platform to allow customers an easy and fuss-free shopping experience.”



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TRB BUSINESS