Foreo partners with Imex Pan Pacific Group to increase presence in Vietnam

Swedish beauty-tech company Foreo has announced a new partnership with Imex Pan Pacific Group (IPPG) in a move expected to increase its distribution and reach across Vietnam's travel retail market.

Foreo will open counters in a number of DF&TR locations across Vietnam.

Foreo and IPPG are beginning their partnership with placements at Tân Sơn Nhất Airport, the Landmark 81 Department Store in Ho Chi Minh City, Tràng Tiền Plaza and Noi Bai and Da Nang Airports in Hanoi. The opening of these counters will take place between Q1 and Q4 and mark the beginning of a series of new initiatives planned for this year.

Established in 1985 by Jonathan Hanh Nguyen, IPPG is one of the leading retailers in Vietnam, occupying 70% of the country's luxury market. Its portfolio of more than 108 international brands includes Cartier, Bally, Salvatore Ferragamo, Burberry, Versace, Bulgari and Dolce & Gabbana.

STRONG IPPG STORE PRESENCE

The group has acquired 17 subsidiaries and 18 joint-ventures and also owns the exclusive licence to operate at airport duty-free stores with partners such as DFS Group and Lotte Duty Free.

Foreo will work closely with Imex Pan Pacific Group on the opening of 29 counters.

Currently, IPPG operates 38 stores across five airports in Vietnam. Subsidiary IPP Travel Retail, which runs a range of stores and food and beverage outlets, advertising services at Tan Son Nhat, Noi Bai, Da Nang, and Phu Quoc Airports and land border duty-free shops, is headed by CEO, Phillip Nguyen

Foreo Global Travel Retail Director, Gary Leong said: "We are absolutely thrilled to be partnering with such a significant player in Vietnam's travel-retail industry. As a pioneer of the Vietnam luxury market, IPPG definitely has the experience and know-how to carry our beloved brand to becoming a leader in the local market.

"It is indeed a perfect match and Foreo will work hand-in-hand with IPPG in its expansion this year to develop over 29 retail placements in Vietnam."

Philip Nguyen remarked: "We are delighted and excited to be chosen as a travel retail partner of Foreo in Vietnam. We are excited for the opportunity to grow the demand for Foreo through IPP Travel Retail outlets in five major domestic outlets and soon in 24 domestic airport counters."