Foreo unveils counter at CNSC's new Sanya International Duty Free Plaza

Foreo has opened its fifth duty free counter on Hainan island at the newly crowned China National Service Corporation for Chinese Personnel Working Abroad (CNSC) Sanya International Duty Free Plaza.



As reported, CNSC yesterday (30 December) opened the first phase of its sprawling new shopping complex (pictured below) located in Hangzhou Square.

In a statement, the Swedish beauty-tech company says the latest point of sale will 'set the tone' for a busy fiscal year 2021 featuring many new openings and product releases.

Foreo's partnership with CNSC has proved to be a fruitful one to say the least, with the brand covering a total of 11 counters in different CNSC locations across China, namely Beijing, Shanghai, Zhengzhou, Harbin, Hangzhou, Chongqing Airport, Port of Tianjin, Nanjing, Dalian, Chongqing, and the brand new Sanya (plaza), said the brand.

CNSC plans to expand the plaza to cover 200,000sq m of commercial space in the coming years in a twostage development project.

