

FOREO opens new counter and solidifies its partnership with DFS



Located in the new downtown duty free retail complex in Haikou Mission Hills, Hainan, FOREO's latest counter is ready to welcome visitors



With FOREO's latest counter opened at DFS Hainan, the brand is solidifying its relationship with the duty free veteran. The new downtown duty free retail complex, located in Haikou Mission Hills, Hainan, is a collaborative project between DFS and Shenzhen Duty Free Group, aiming to expand the complex upon completion to a whopping 30,000-sqm.

The complex boasts the largest Beauty Hall in DFS' global network and with plans to be completed within the next two years, FOREO is happy to join in. The project brings together 100 years of combined experience in duty free retail from DFS and Shenzhen Duty Free, combining an unstoppable duo of a deep understanding of the China market with solid relationships with international brands. Throw into the mix also digital innovation, world-renowned store design and expertise, and unparalleled merchandising know-how, for an idea of what the future complex will bring to its customers.

FOREO and DFS partnerships date back to 2016, when a global expansion plan kicked off with placements in Hong Kong, Macau, Singapore, Sydney, Bali, and Cambodia, for the Asia Pacific region. It later expanded to cover the Pacific Islands of Guam, Saipan, and Hawaii, and the US mainland with Los Angeles (LAX), San Francisco (SFO), and New York (JFK).

"We have enjoyed a long and fruitful partnership with DFS over the years. All lasting business is built on friendship with healthy business relationships and we are more than happy to say that with DFS, we have found both.

FOREO is greatly looking forward to the completion of the Mission Hills Hainan complex and we are excited to grow our partnership and support with the upcoming year ahead," says Gary Leong, GTR Director, FOREO.