

FAQ ventures into China with Sephora



Pictured at the launch event in Shanghai are (from left): Karol Chen, Sephora Category Manager, Ling Meng, Vice President, Sephora's Vice President Omni Merchandising, Xuan Dong, Chinese Actress, Davor Soldo, General Manager, FOREO, and Tracy Zhang, China Sales Director, FOREO

Anti-ageing beauty brand FAQ has announced a partnership with Sephora China, which will see the brand listed in 104 Sephora stores nationwide from October 25.

FAQ described the partnership as "a notable progression for such a young brand", adding that it "speaks volumes about the efficiency and effectiveness of FAQ, which is aiming to cement its positioning as the world's most powerful anti-ageing brand".

Launched by film and television actress Xuan Dong at the Sephora Xiangyang flagship store on West Nanjing Road, Shanghai, Xuan Dong shared her secrets for an excellent skincare routine.

Speaking to guests of the exclusive launch, she said: "I myself pay much attention to diet and exercise in my daily life. Apart from this, I use beauty devices such as the FAQ 102 in my daily skincare routine, so that the skincare products can be absorbed more effectively. In fact, using the FAQ 102 is incredibly relaxing. When my whole skincare routine is over, my skin looks healthier from inside out."

Xuan Dong also shared the different functions of FAQ 102 with the guests through interactive games, which allowed customers to experience and understand the spa-level anti-ageing skincare solutions.

Available in Sephora China will be the FAQ 102 Pink Ruby, which promises to eliminate previous deterrents of ageing. The Swiss-designed device guarantees to turn back the clock on ageing issues such as crows' feet, sagging skin and unsatisfactory jawlines.

FAQ enables users to tailor their preferred treatments using the range, offering options such as radiofrequency (Power-RF), T-Sonic pulsations, LED lights and EMS, which can all be chosen via connecting to the app. The app will then sync the treatment to the device, so that whenever the device is turned on manually in the future, it will follow the routine specified by the user.

Global Travel Retail Director Gary Leong marks the launch of FAQ in Sephora China as a significant milestone in the expansion of the brand itself. “Launching such a young brand in such a globally recognized retailer is testament to the strength of the product and how much promise it shows for future growth. We are incredibly proud and excited to bring FAQ to a wider audience with our partnership with Sephora, and we can’t wait to hear feedback from customers.”

FAQ has expanded aggressively in both domestic and travel retail markets globally, including Haikou Moval Mall, Hainan, Haikou Meilan Airport Duty Free Store, Hainan, Hainan Tourism Duty Free Shopping Complex, Sanya, CDFG Sanya International Duty Free Shopping Complex, Hyundai Duty Free in Dongdaemun, Seoul, CDF Macau E-shop, and KrisShop, Singapore’s premier travel retail operator. It is also available in local markets of Singapore with Tangs Department Store and Tmall, one of the most well-known e-commerce platforms in China.

Long term, not only will FAQ focus on developing the domestic market in China, but will also be aiming to grow in the travel retail market in Hainan, China.

There are nine offline FAQ counters open to date in Haikou and Sanya, Hainan. Hainan will see an additional seven FAQ counters by the end of Q4 2021.