

FOREO announces new e-commerce partnership in Korea

FOREO has partnered with e-commerce specialist Yegeun F&C in Korea to strengthen its presence in the e-commerce market.

The Swedish beauty tech brand has been developing its online presence aggressively since the beginning of the pandemic as it seeks to dominate the e-commerce landscape.

Yegeun F&C, a company specializing in e-commerce operations, manages online channels for major brands in Korea, such as department shopping malls and open markets in direct-to-consumer format.

Starting with major open markets in Korea such as eBay, 11st and Coupang, Yegeun F&C plans to expand to a total of more than 20 large domestic e-commerce channels to get one step closer to customers to introduce FOREO skincare devices.

In the future, both companies plan to provide online to offline (O2O) business services by expanding distribution channels such as home shopping and department stores.

Commenting on its co-operation with Yegeun F&C in Korea, FOREO Global Travel Retail Director Gary Leong said: "FOREO is thrilled to be partnering with Yegeun F&C, which will assist us in aggressively developing our e-commerce presence in Korea. We believe that partnering with such a strong player in the e-commerce industry will lead to sensational online growth for us as a brand. FOREO looks forward to further strengthening and deepening our relationship with Yegeun F&C in the years to come."