

FOREO launches new counter at CNSC Chongqing



Marking the twelfth opening for FOREO with CNSC, the store is proof of the success and commitment of this partnership; Chongqing is one of the country's largest cities and top travel destinations

Swedish beauty-tech giant, FOREO, announced a new counter at CNSC Chongqing, in a move expected to increase its distribution and reach across the country's travel retail market. FOREO has gone from strength to strength in its effort to re-double their expansion markets in light of the COVID pandemic. The store is a testament to FOREO's success at navigating unfamiliar territory during this unprecedented time for many businesses around the world.

The new counter marks the twelfth opening for FOREO with CNSC, with the latest being a downtown store. Located in Southwest China, Chongqing is one of the country's largest cities, with a population of more than 30 million. Always a hive of activity with shops, restaurants and street stalls, the city is popular with locals and tourists alike, making it one of the top travel destinations in China.

Similar to the way Chongqing's signature hot pot dishes spice up the taste-buds, FOREO is set to spice up the beauty scene in Chongqing with its trendy, innovative and more importantly, effective range of products.



CNSC's new Chongqing store spans 1,400-sq ft. and features over 160 brands covering cosmetics, fragrances, handbags, fashion & accessories, food and confectionery and more



"FOREO celebrates together with CNSC on its official inauguration of its new-look store in Chongqing. We are extremely excited to open a new placement with CNSC, which features a personalized gondola and full back wall at the new Chongqing duty-free store.

With the pandemic throwing us into uncharted territory, we've managed to rise above the occasion with this successful launch. We hope there are many more to come. Our partnership with CNSC has been extremely fruitful and a twelfth counter is proof of our firm commitment to our customers and our partners alike," says Gary Leong, Global Travel Retail Director, FOREO.

CNSC's new Chongqing store spans 1,400-sq ft. and features over 160 brands covering cosmetics, fragrances, fashion & accessories, handbags, leather goods, food and confectionery and other items. Nestled in the prime central business district location in Changjiahui Landmark Riverside Park, the lifestyle center, which is sited between the Yangtze and Jialing rivers, serves as a destination for leisure, entertainment, travel and shopping.