

Recovery begins as customers flock to downtown Beijing's duty free store for revenge shopping



Perfume and cosmetics was a busy section at CNSC, including FOREO's bestselling cleansing brushes LUNA 3, LUNA Mini 3, and the LUNA Mini 2



Hundreds flocked to the CNCS Duty Free store in downtown Beijing on the first day of Golden Week labour holidays

After an extensive lockdown in certain parts of China, there had been talk that the opening up of shops would result in “revenge buying,” wherein people who have been restricted from shopping jump at the opportunity to make up for lost time — especially where luxury goods are concerned.

This does appear to be the case in Beijing, as the 1000-square-meter CNCS Duty Free downtown welcomed hundreds of shoppers on the first day of the five-day Golden Week labour holiday.

This store is a prime location for local and international brands, including Swedish beauty giant FOREO, which is located in 10 CNCS duty-free stores throughout China, namely Beijing, Shanghai, Zhengzhou, Harbin, Hangzhou, Chongqing airport, Tianjing port, Nanjing, Dailan, and Jingland.

The first night of the holiday alone was hugely successful for CNCS’ s perfume and cosmetics section, including FOREO’s bestselling cleansing brushes LUNA 3, LUNA Mini 3, and the LUNA Mini 2. Only Chinese mainlanders with passports who have flown out and back into China within the last 180 days are entitled to spend at the CNCS store, which indicates a return to travel.

Like many, FOREO is grateful to see some light at the end of a very dark tunnel after the global shutdown due to COVID-19. The company looks forward to recovering positively in sales in the next upcoming months, and wishes that all remain safe in this time of uncertainty.



FOREO reminds shoppers to practice strict social distancing and wishes safety for all