

# FOREO launches CDF Macau e-shop powered by King Power Group (HK)

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The launch is in line with the brand's mission to expand digitally, in an effort to combat the lingering effects of the pandemic

FOREO announced the official launch of its CDF Macau e-shop, alongside FAQ™, the latest devices of its product range feature innovative facial rejuvenation technologies including EMS-Pro, Power-RF, LED-Pulse and T-Sonic™ pulsations.

The launch is in line with the brand's mission to expand digitally, in an effort to combat the lingering effects of the pandemic. Recent data shows that tourism in Macau is recovering due to the resumption of exit endorsements for mainland residents to travel to Macau, with visitor arrivals

totaling 1,738,428 in Q1 of 2021. Per capita spending of visitors hit a surge of 128.6% on YOY in Q1 of 2021.

With leading shopping malls and casinos located on the Cotai Strip, Macau has earned the nickname of “the Las Vegas of Asia.” With striking panoramic views, the Macau Tower is only one of a handful of notable landmarks. With a population of approximately 680,000, gambling and tourism make for Macau’s most significant source of revenue. Boasting scenic spots such as the A-Ma Temple, the Historic Centre of Macau and the Ruins of St. Paul’s, region on the south coast of China was listed as a UNESCO World Heritage site in 2005.

“We have extreme confidence in Macau as a travel retail powerhouse and seeing the most recent tourism numbers has only boosted our confidence even further. Launching both FOREO and FAQ™ on CDF Macau e-shop will no doubt open up even more doors when it comes to dominating the e-commerce space for our brands and puts us on a clear path to success in Macau,” says Gary Leong, Global Travel Retail Director, FOREO Group.

“Partnering with such established and well-recognized brands is a plus for any e-commerce business looking for authority in the space. We are beyond pleased to be able to partner with both FOREO and FAQ™ and look forward to providing our customers with an array of not only affordable, but also effective products that will contribute to and elevate their lifestyle,” adds Mr. Sunil Tuli, CEO, King Power Group.

King Power Group (Hong Kong) is the founding member of Asia Pacific Travel Retail Association. Ranked in the world’s top 25 duty free business owners, King Power Group (Hong Kong) has expanded into the main Asia Pacific regions, including Mainland China, Hong Kong, Macau, Korea, Japan, Singapore, Australia and Cambodia.

FOREO products are also available at multiple travel retail channels in Macau with Duty Free Americas at the Venetian, Dufry at the Shoppes Venetian, Dufry at the Shoppes Parisian and DFS Studio City, MGM Cotai, Four Seasons and City of Dreams.