

FOREO partners with 3Sixty Group to expand reach



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FOREO has released their latest signing with 3Sixty Group, which includes major airlines such as Air Macau, Hong Kong Airlines and Malaysia Airlines. The deal will see FOREO listing their LUNA mini 2 with Air Macau and Hong Kong Airlines respectively, while Malaysia Airlines will see a listing of the LUNA mini 2 set.

The newly inked deal adds to an existing roster of sizeable travel retail and duty free partnerships that the brand already boasts, setting FOREO on track for a successful 2021. The Swedish beauty-tech giant is preparing for an influx of travel and hoping to note some growth in SEA, as the region slowly adjusts to COVID-19 and re-opens their borders.

“There is no doubt that the pandemic brought a massive drop in air traffic across Asia, but FOREO is not only reinforcing the travel retail doors online, but also increasing more in-flight sales across the Asia Pacific skies.

Our new deal with 3Sixty Group will ensure that we meet 2021 head on and waste no time recovering our sales after such an unprecedented year. FOREO is looking forward to further expanding next year with more partnership deals currently being discussed as we speak,” says Gary Leong, Global Travel Retail Director, FOREO.

“Since the pandemic hits us early 2020, 3Sixty has been working closely with not just our airline partners, but also brands to counter the effect of in-flight sales declined via extended channels, brand and product newness. We are happy to see some of our airlines recovering faster than the rest and re-introducing in-flight sales, as early as July 20 such as the case of Air Macau.

Besides in-flight sales, pre-order and home delivery forms an integral omni-channel and for the upcoming Chinese New Year period, the introduction of FOREO on-board Air Macau, Hong Kong Airlines and Malaysia Airlines comes in time during this festive period,” adds Lee Hwee Ming, Executive Vice President Asia, 3Sixty Group.