

FOREO unveils new counter at Qingdao DF Shop



The beauty tech and wellness giant's set-up at Qingdao marks its twelfth opening with China National Service Corporation

FOREO has announced the opening of a new counter positioned at CNSC Qingdao Duty Free Shop, featuring a brand wall and gondola. The beauty tech and wellness giant has moved to re-double its expansion markets in light of the COVID pandemic. The new counter is a testament to FOREO's success at navigating uncharted territory during this unprecedented time.

Located in China's eastern Shandong province, Qingdao is a port city of skyscrapers, parks and beaches bordering the Yellow Sea. With an urban population of 6 million, Qingdao welcomed 382 million tourists between 2016 – 2019. Famously known for Tsingtao Brewery, the city proves to be a highly popular attraction during the summer season.

The launch is expected to further strengthen FOREO's partnership with China National Service Corporation (CNSC). Following a recent launch at CNSC Sanya and CNSC Chongqing earlier this year, the new set-up at Qingdao marks its twelfth opening with the corporation.

"With the pandemic throwing us into such uncharted territory, it has become more and more vital for us to increase our presence – and furthering our partnership with CNSC has become a vital part of this move.

“We are beyond delighted to launch our new brand wall and gondola at CNSC Qingdao. It is a testament to the fact that we are very much dedicated to our customers and partners alike,” says Gary Leong, Director of GTR, FOEO.

The CNSC Qingdao Duty Free Shop boasts more than 1,000-sq ft. of retail space and offers a wide range of cosmetics, fragrances, fashion, handbags, leather goods, food and confectionary products. The shop will continue to uphold the CNSC tradition of serving Chinese travelers returning from abroad.