

Sulwhasoo ‘Wear Your Fantasy’ makes livestreaming splash on TripurX



This marks TripurX’s second livestream collaboration with the Amorepacific-owned skincare brand

TripurX Tech’s weekly live streaming session once again generated impressive traffic with a recent programme dedicated to South Korean skincare brand Sulwhasoo.

The two-hour livestream session, held on 13 November, debuted Sulwhasoo’s ‘Wear Your Fantasy’ holiday collection in China and reached 190,000 views and 150,000 likes.

The Wear Your Fantasy collection features exclusive packaging designed by Thai illustrator [Phannapast Taychamaythakool](#).

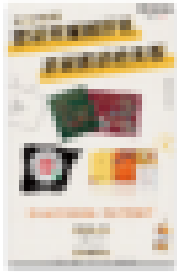
It features a colourful and whimsical array of imaginary animals inspired by both Eastern and Western cultures.

TripurX also showcased the Amorepacific-owned beauty brand’s 11.11 essential skincare set, which was launched exclusively in Chinese travel retail on 11 November.

All of the livestreamed Sulwhasoo products made a splash with TripurX’s Chinese audience. The Sulwhasoo Wear Your Fantasy Collection First Care Activating Serum received 4,588 product link clicks; while the Sulwhasoo Essential Basic 11.11 Set generated 4,487.

The Sulwhasoo Wear Your Fantasy Collection Concentrated Ginseng Renewing Serum garnered 3,750 product link clicks, while the Sulwhasoo Clarifying Mask Ex Duo reached 1,262.

The livestream produced 14,087 Sulwhasoo product clicks in total.



Date	Theme	Duration	View	Like	Sulwhasoo product link total click
Nov. 19	Sulwhasoo with TripurX	1:02:26	195k	150k	14,007



No.	User streaming product name	Product link click
1	Sulwhasoo Wear Your Fantasy Collection: Pro-care Activating Serum	4088
2	Sulwhasoo Wear Your Fantasy Collection: Concentrated Cleansing Removing Serum	3790
3	Sulwhasoo Essential: Skin Set Double II	4007
4	Sulwhasoo Clarifying Mask To Go	1262

The two-hour programme reached 190,000 views and over 14,000 product link clicks

TripurX Tech’s live streaming service is gaining rapid momentum in China. The programme, filmed in the company’s Shanghai studio, features a range of popular duty free items, particularly from the beauty category.

Earlier editions focused on French wellness brand L’Occitane and LVMH-owned natural, high-end skincare brand Fresh. The L’Occitane livestream reached a whopping 360,000 views and 1.31 million likes, while the Fresh livestream reached 94,000 views.

Here we present short edited highlights of the two-hour-plus Sulwhasoo programme.

FOOTNOTE: In related news, the Moodie Davitt Virtual Expo Company and leading B2B beauty title BW Confidential have progressed exciting plans to unveil Beauty Tech Live — a pioneering virtual event that will showcase the joint worlds of beauty and technology — on 12-16 April, 2021.

The trade event is the first virtual expo of its kind in the sector, bringing together the latest tech innovations and solutions across all stakeholders in the beauty industry. As with the hugely successful Moodie Davitt Virtual Travel Retail Expo held in October, Beauty Tech Live will also feature a one-month follow-up showcase.

Beauty Tech Live contacts

Oonagh Phillips: ophilips@bwconfidential.com

Martin Moodie: Martin@MoodieDavittReport.com

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