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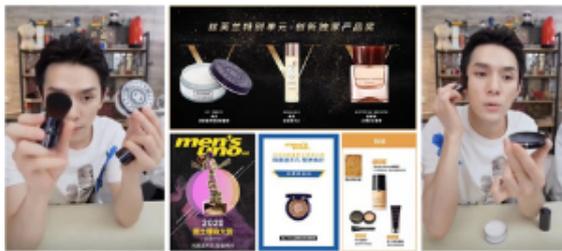


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Luxasia looks to double By Terry's China sales in 2021

February 17, 2021



For 2021, French beauty brand By Terry aims to double its first-year sales in China, following the joint venture it set up with Asia Pacific distribution company Luxasia last year.

The By Terry Luxasia joint venture has put an initial focus on expansion in China. Despite challenges thrown up by the pandemic, By Terry saw strong sales in the country since its launch there last year. The brand launched in Sephora – both online and in stores – and exceeded its average sales-per-door target by 60% (despite restrictions on movement), thanks in part to strong social-media campaigns.

Luxasia notes that Chinese Key Opinion Leaders (KOLs) and top influencers created more than 850,000 new By Terry posts, garnering 143 million social-media interactions in the brand's first month of launch. Luxasia says the figure is equivalent to Rmb50m (\$7.74m) in PR value.

Luxasia secured a celebrity endorsement for the brand by Bi Wen Jun (毕雯珺), a popular male singer-actor with nine million followers on Douyin, China's TikTok. In less than six months, some of China's most prominent KOLs and influencers including Fan Bing Bing, Austin Li and Viya promoted By Terry on social platforms, such as WeChat, Weibo, Douyin and Little Red Book. Austin Li's three-minute By Terry feature resulted in 5,000 By Terry products being sold within minutes, which Luxasia says is testament to the power of social selling in China.

In addition, By Terry won awards from six fashion and beauty publications, including Vogue and Elle. Luxasia states that these initiatives have created strong awareness and demand for the brand in China.

In 2021, Luxasia and By Terry plan to expand the brand further in China. This year will see the launch of more products in the market, such as the Hyaluronic Hydra Pressed Powder in March, the Lip Expert collection in April and the brand's foundation range in the fall. The companies will also partner with Sephora to expand the brand's distribution in China, including Hong Kong.

By Terry ceo Marion Assuied said: "We are proud to have achieved so much despite facing seemingly insurmountable challenges in 2020. We continue to hold high hopes for a more illustrious performance in 2021." Luxasia Group ceo Dr Wolfgang Baier added: "The combination of By Terry's strong brand positioning and Luxasia's in-market omni-distribution expertise will certainly produce a radiant future for this long-term partnership."

While China is one of the joint venture's key markets, By Terry and Luxasia have plans to extend the brand's reach in other Asia-Pacific markets. The French brand is gearing up to enter India, and plans to also launch in Malaysia, Thailand and the Philippines in the coming years. By Terry has already worked with Luxasia to establish the brand in Singapore.

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