

# LANCÔME partners with LOTTE Duty Free to present a magical show & pop-up event

By **Hibah Noor** on January, 28 2020 | Retailers



The vibrant red pop-up took over the main atrium of the Lotte Avenuel World Tower



A snapshot from a series choreographed festive icons, from a magical wishing lantern to a gold 2020 illumination

On January 22, LANCÔME Travel Retail Asia Pacific kicked off a prosperous 2020 with its Chinese New Year campaign in Korea, welcoming all travelers to join its LANCÔME family in celebrating the heart-warming familial spirit of the festival. The campaign came alive in a series of impactful activations at the iconic LOTTE World Tower in Seoul, beginning with an outstanding drone show in the skyline of the city.

In a first for travel retail, LANCÔME presented a unique Chinese New Year ceremony made up of 300 drones flying in the night sky. For the opening, the brand invited its famous local ambassador for South Korea, Suzy BAE, the friends of the LANCÔME family, So-Yeon KIM, Henry LAU, Min-Hyun HWANG, Young-Kwang KIM, So-Hee AHN, as well as Mr. Kap LEE, CEO, LOTTE Duty Free & Mr. Kag-Gyu HWANG, Vice Chairman, LOTTE Corporate.

At the start of the music, the collection of drones floated up to form a series of choreographed festive icons, from a magical wishing lantern to a lovely 2020 rat, from a gold 2020 illumination to a red LANCÔME logo. The cinematic light show also celebrated the 40<sup>th</sup> anniversary of LOTTE Duty Free, ushering in an incredible new year ahead so as LANCÔME family constantly looks into opportunities to push the boundaries of innovation and deliver stunning retail experiences to all travelers.

Within the shopping vicinity of LOTTE World Tower, a vibrant red pop-up takes center stage at the Crown atrium. The hero product: Advanced Génifique Youth Activating Concentrate has transformed into a reddish Chinese New Year limited edition to echo with the series Chinese New Year activation.

Travelers were immersed in the festive spirit through an interactive experience amplifying the joy and good fortune for the new year ahead. Starting off with an Artificial Intelligence “Magic Mirror”, shoppers had the chance to try on different lipstick shades virtually. Plus, by simply swiping at the

"Lantern Wishes Panels", travelers could send their blessings to friends and family.

Ms. Tao Zhang, General Manager, LANCÔME Travel Retail Asia Pacific, says: ["We are very excited to celebrate the Chinese New Year in partnership with LOTTE Duty Free and deliver a traditional festival greeting in a modern and digital way.

During this special occasion, we hope to reaffirm our brand leadership in the market and give all our shoppers our very best wishes through the series of activations."]

Mr. Kap LEE, comments: "We wish all shoppers and travelers visiting LOTTE Duty Free a happy and prosperous Chinese New Year. It is a pleasure to collaborate with LANCÔME in creating this special moment with the first ever drone show in travel retail worldwide, send wishes and engage with all our shoppers.

This marks an unforgettable 40<sup>th</sup> anniversary for us and we shall continue to bring new initiatives into the market."