

Lotte Duty Free offers real-time online domestic shopping

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Famous stylist Woori Kim will offer tips for wearing and using the items during the LUX Mall Live broadcast

Lotte Duty Free's first live shopping broadcast will run starting at 8pm on February 4. During the first broadcast the retailer will offer more than 880 name-brand items such as Jimmy Choo for duty free domestic shopping at a discount of up to 70%. Famous stylist Woori Kim will offer tips on each item.

Viewers will be able to watch the broadcast through the Luxe Mall website (ldfluxemall.com) or through a mobile app (Android only). Once they have signed up as a member, viewers can participate in commenting and will be able to purchase products. Duty-free goods sold through this live broadcast will have already gone through import customs clearance procedures, and will be delivered after the Lunar New Year holidays without the need for a separate departure procedure.

Offering even more in celebration

This first broadcast of Luxe Mall Live will offer other benefits for viewers as well. Those who leave a comment on the official account of Lotte Duty Free's Instagram before the first broadcast may receive an Angelinus Americano coupon. Customers who purchase products of over 1 million won during live broadcasting may receive a lodging voucher for Lotte Hotel Signiel Seoul.

Lotte Duty Free launched a "live commerce" section within the marketing department last December to target those who want hands-off shopping. According to Kyobo Securities Research, the domestic

live commerce market is expected to grow rapidly year-on-year, with sales of about 2.8 trillion won in 2021, 6.2 trillion won in 2022, and 10 trillion won in 2023, so live commerce channels are important in the duty-free market.

Lotte Duty Free plans to organize live broadcasts for sales of duty-free goods for domestic customs clearance on a regular basis, and also to expand the service to include several platforms, showcasing more brands and more items.

Once the COVID-19 situation improves, Lotte Duty Free's strategy is to attract customers by expanding live broadcasting for overseas customers.

Lee Gap, CEO of Lotte Duty Free, said, "As the untapped consumption of COVID-19 rapidly rises, targeting the live commerce market is an indispensable business field in the duty free industry. Lotte Duty Free is a digital duty free shop in order to proactively respond to the post corona. We will create a global standard."

Lotte Duty Free has already been selling 1,400 products of 33 brands at a discount of up to 72% at its Luxe Mall, an online shop dedicated to domestic customs clearance. Popular brands such as Swarovski, Hula, Brooks Brothers, Marc Jacobs, and Ponte Vecchio are now offered, and a relay luxury product exhibition will be held for the new year of 2021.