

Lotte Duty Free partners Amorepacific for major VIP customer event

By **Elena Owyong** on July, 2 2019 | Retailers



Lotte Duty Free has joined hands with beauty giant Amorepacific for a VIP customer event



During the event, customers can try different products at the self-tester bar

Lotte Duty Free has organized 'The Infinity Beauty', a VIP customer event with six Amorepacific brands. The retailer said the event is meant to increase its brand image and sales. About 17,000 people, including Wang Hongs or Chinese influencers, and VIP customers from Korea and abroad were invited to the event.

The Infinity Beauty runs from June 26 – 28 at Lotte's Myeongdong flagship store's Star Lounge. The participating brands include Sulwhasoo, Hera, Laneige, Primera and IOPE.

During the event, customers can try different products at the self-tester bar and also learn make-up tips from make-up shows by Hera and Laneige. The make-up shows are held thrice daily during the event period. Beyond that, customers can also take photos at the photo zone and upload them on SNS to win prizes.

Commenting on the event, Lee Seung-kook, head of Lotte Duty Free's merchandise division said: "Korea's leading duty-free store and leading cosmetics brand collaborated for this event to give customers the pleasure of shopping."

Lotte Duty Free's Star Lounge was opened in May last year as a customer lounge for VIP customers at Lotte Duty Free. Over the past year, Lotte Duty Free has also hosted various VIP customer events through collaboration with renowned foreign brands such as the L'Oreal Group, Chanel, La Mer and SK-II, as well as various cultural events such as Australian photo exhibitions and wine lectures, giving customers a unique experience.

The Star Lounge VIP invitation event also has a positive effect on enhancing a brand's image as it is exposed to VIP customers in a luxurious space. As such, many brands prefer it as they enjoy a 15 to 30 percent increase in sales during the event, as compared to previous years.