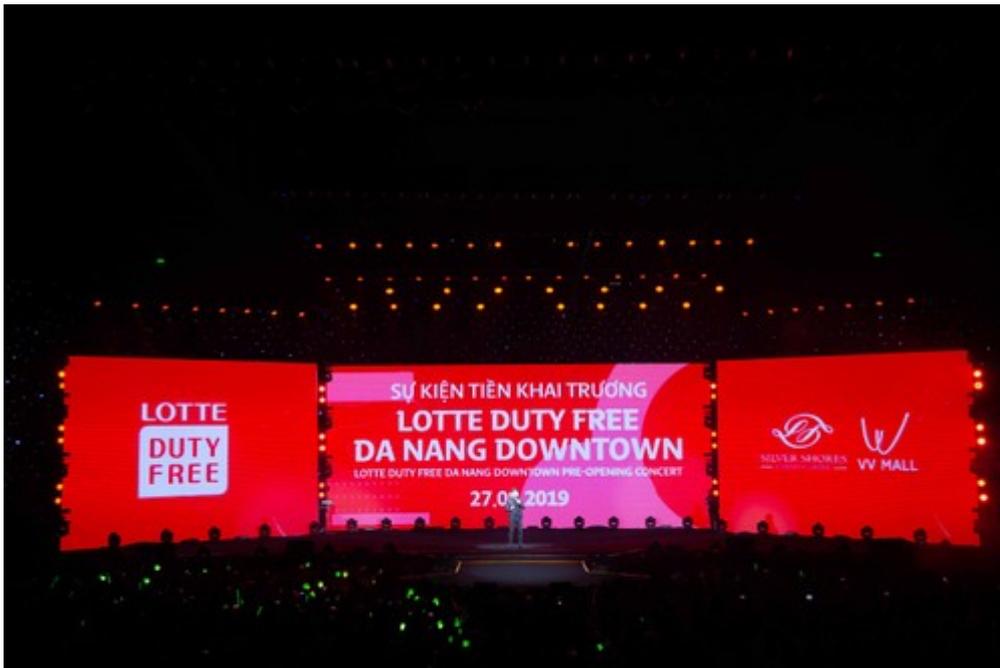


Lotte Duty Free's Da Nang downtown store pre-opening concert draws 4,000 people

By **Elena Owyong** on August, 29 2019 | Retailers



Lotte Duty Free has kickstarted its Da Nang downtown store pre-opening publicity with a concert at the Tien Son Sports Palace in Da Nang

Lotte Phu Khanh Duty Free organized a pre-opening concert for its upcoming Da Nang downtown store at Tien Son Sports Palace in Da Nang on August 27. Lotte Phu Khanh Duty Free is the name of Lotte Duty Free Vietnam Corporation. Lotte's Da Nang store, which is its fourth store in Vietnam, will be opened by this year. The store will also be the first downtown duty-free shop in the central coast of Vietnam.

The concert, which drew over 4,000 people, had performers including K-Pop boy band NCT Dream and Vietnamese stars Min, Erik, Amee and Suni Ha Linh. CEO of Lotte Duty Free Kap Lee and CEO of Lotte PK Duty Free Suk Won Park also attended the event.



Lotte Duty Free's Da Nang downtown store pre-opening concert attracted 4,000 attendees and included performers such as K-Pop boy band NCT Dream

According to Lotte Duty Free's press release, the event aimed to "bring Korean entertainment culture closer to Vietnamese youth enhance cultural and economic exchanges and contribute to the development of tourism industry in Danang and Vietnam."

Lotte believes that its Da Nang store will be a world-class shopping destination for Hoi An, Hue and Da Nang. Global and local merchandise will be sold at the store and customers can buy products at the store and pick them up at the airport for greater convenience.

CEO of Lotte Phu Khanh Duty Free Suk Won Park said: "Lotte Duty Free Da Nang Downtown Store will be a new foundation for the tourism industry in Da Nang. The store will provide luxurious and unique shopping experience to customers as housing both global and local merchandise. Utilizing K-wave or Hallyu, the big phenomenon in Vietnam, and through all our activities, we believe we can contribute to the development of the city's tourism and economy. We will be also involved in the local community, creating new jobs and implementing CSR activities."