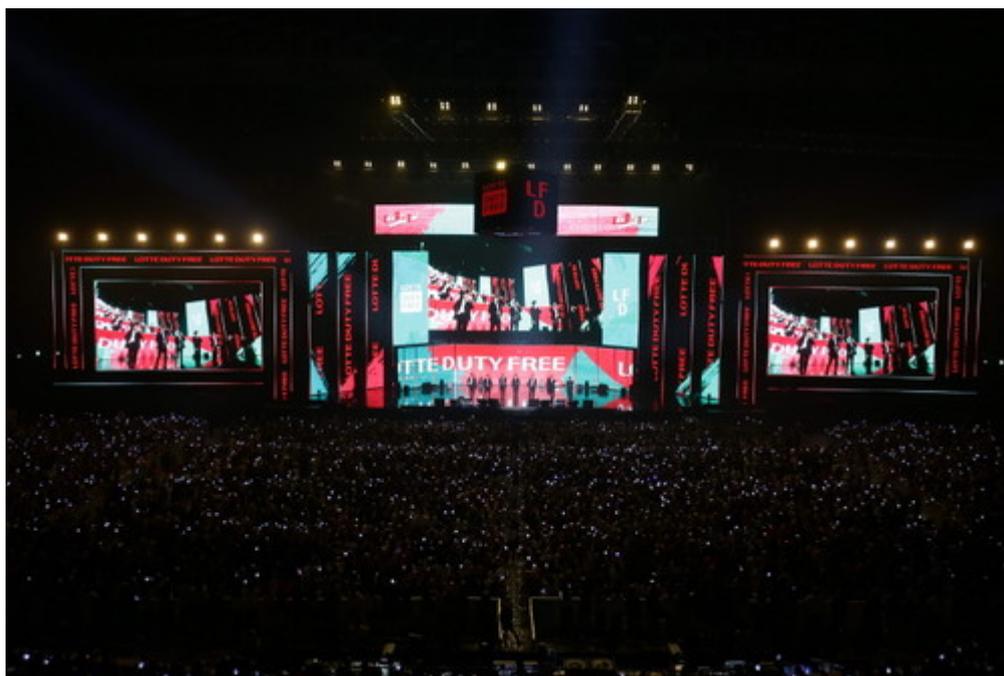


Lotte Duty Free's star-studded three-day concert draws to a close

By **Elena Owyong** on August, 13 2019 | Retailers



30,000 fans turned up at the 29th Lotte Duty Free Family Concert

Lotte Duty Free has today announced that it had successfully organized the 29th Lotte Duty Free Family Concert from August 9 to 11 at the Olympic Gymnastics Stadium (KSPO DOME).

The family concert featured various K-pop stars such as BTS, TWICE, Kim Geon Mo and Dynamic Duo. Around 30,000 customers from South Korea and abroad attended the concert.

The first day of the concert featured popular K-pop singers Ji ChangWook, Kim Geon Mo, Kim Yeon Woo, Lim Chan Jung and Bolbbalgan4. While the second day concert included popular artists such as MFBTY, Dynamic Duo and Heize.

The final concert on August 11 was the most popular, with performances by top K-pop groups such as BTS, Super Junior D&E, TWICE, Hwang Chi Yeol, Stray Kids and ITZY, who are also the Lotte Duty Free's brand ambassadors.

Lotte Duty Free said it had prepared extensively for the event, including setting up tents, distributing bottled water to the fans. The retailer also conducted a disaster evacuation and safety inspection of facilities under the observation of the fire department and Lotte Duty Free's environmental safety team before the event. Simulated drills were also conducted to manage fire and emergency situations. Emergency vehicles were on standby throughout the event.



Popular K-pop girl group ITZY performing live at on the last day of the concert

Lotte Duty Free also invited about 20 underprivileged children from Incheon to attend the second day of the concert and presented souvenirs. On the third day of the concert, the festival invited the Korea Federation of the Disabled and about 20 disabled people from Korea, China and Japan to experience Korean culture. The invited guests also toured major tourist attractions in Seoul, including the Insadong, Namsan and Jamsil areas, before holding meetings to discuss ways to improve disability accessibility in the tourist area.

"With the support of many customers, Lotte Duty Free's Family Concert has become a representative event in Korea," said Lee Gap, CEO of Lotte Duty Free.

"Lotte Duty Free will continue to do its best to communicate with customers and become a leading company in culture through various promotions."