

Special events for VIP overseas customers drive US\$8.4 million in sales for Lotte Duty Free in May

By **Elena Owyong** on June, 14 2019 | Retailers



Lotte Duty Free's VIP customers play games on the interactive wall display for an SK-II event, located at the Star Lounge



A premium line of products on display at the Star Lounge in Lotte Duty Free's Myeong-dong headquarters

Special events organized for VIP foreign customers generated a total of KRW10 billion (US\$8.4 million) for Lotte Duty Free in May. The retailer shared this information in a press release.

Lotte Duty Free has been organising a series of special events for its big-spending customers at the Star Lounge in its flagship Myeongdong store. The most recent event, held from May 24 till June 6, showcased the latest cosmetics brands to VIP customers.

The retailer also held another special event, themed "Power of Pitera", from May 31 to June 6. During the event, Lotte Duty Free's VIP customers tried the limited-edition SK-II Pitera set, participated in a skin age test and experienced the range of products provided by SK-II staff.

Another event, themed "Deep Change", was also held at the Star Lounge from May 24 to May 26. The event included a beauty class for both Korean and Chinese customers. A popular Chinese online influencer conducted a live broadcast during the event to share with their fans.

"A collaboration event with leading local and foreign cosmetics brands is a good example of Star Lounge being used for the well-being of Lotte Duty Free customers," said Park Sung-hoon, head of Lotte Duty Free's Myeong-dong branch.

Star Lounge, the main store of Lotte Duty Free, is the largest customer lounge in Korea for its VIP customers. At Star Lounge, a variety of events are held regularly, including fan meeting with Lotte Duty Free's advertising models, guest lectures on various topics and classical music concerts.