

Lotte Duty Free unveils first 'Smart Store' shopping to minimize face-to-face contact



Lotte Duty Free offers domestic and foreign shoppers a futuristic shopping experience through its "Smart Store"

South Korea's largest travel retailer, Lotte Duty Free, has announced the "Smart Store", the first store in the industry that incorporates digital innovation technology on the first floor of the Lotte Duty Free Myeongdong Main Store.

The Smart Store capitalizes on consumer sentiment about COVID-19, allowing the convenience of customer shopping through cutting-edge technology.

"The Lotte Duty Free Smart Store is the first future store in the industry that enables a new digital experience," said Lee Gap, Lotte Duty Free CEO. "Lotte Duty Free will continue to strive to provide innovative shopping services in the future."

This enhanced service intends to minimize face-to-face contact while offering a comfortable shopping environment. It will also enhance customer shopping experiences with differentiated services for each brand such as virtual makeup service

The Smart Store is 520sq m and features cosmetics, perfumes, and beauty devices. By applying digital technology to offline stores, the customer experience is enhanced, and face-to-face contact is

minimized to create a fast and pleasant shopping environment without waiting.

Customers visiting the smart store first scan the 'QR code' installed at the store entrance with their smartphone to access the mobile cart dedicated to the Smart Store.

Shoppers then scan the product-specific 'bar code' to check product details, product reviews, inventory quantities and other detail to add it directly to your mobile cart. When you are finished shopping, simply show the QR code unique to each customer and pay in bulk.

The program was created with both foreign and domestic shoppers in mind. Mobile cart access QR codes can also be scanned with WeChat, China's largest mobile messenger, and detailed product-specific information is available in four languages: Korean, English, Japanese, and simplified Chinese.

In the Smart Store, leading global cosmetics brands such as SK-II, Shiseido, and Estee Lauder enter the store and showcase differentiated digital shopping services for each brand.

SK-II provides 'I-Magic Ring Bar' that recommends products suitable for customer's skin through diagnosis on five factors that determine skin age, while Shiseido explains products through LED screens in a 'digital store' where the store lighting is switched according to the selected product.

Estee Lauder introduces a 'virtual makeup service' based on AR technology that makes it easy and fun for customers to find the lipstick they want and a digital device 'Digital Shade Finder' that finds the color that best matches the skin tone.

In addition to digital shopping services, a differentiated shopping experience is also provided. La Prairie Facial Cabin, a spa service room that provides skin care services as a product of the Swiss luxury cosmetic brand La Prairie, is a beauty influencer that works as a Lotte Duty Free model.

'Bitti', which sells curated products, also entered the industry for the first time.

Through the opening of this smart store, Lotte Duty Free expects to increase the convenience of customer shopping through cutting-edge technology and to bring about a new wave of change amid consumer sentiment with COVID-19.

Lotte Duty Free is planning to expand to other offline stores at home and abroad, starting with the opening of the smart store at the Myeongdong headquarters.