

Lotte Duty Free and Lancôme team up for smart store experiences



The Lancôme x Lotte Duty Free smart store features powerful new technologies and increased personalization

Lancôme Travel Retail Asia Pacific has unveiled a new Lancôme x Lotte Duty Free smart store using cutting-edge digital technology at Lotte Duty Free's main store.

At the 520 square meter space, travelers will discover Lancôme's skincare and makeup products through new digital beauty experiences such as augmented reality and artificial intelligence.

"The tech-enabled contactless store serves as a new landmark of digital transformation with new powerful technologies and increased level of personalization," said Lancôme.

Seeking to reshape the relationship with shoppers through beauty tech innovations, the French brand has launched its first-ever in-store implementation of the augmented reality makeup try-on service in travel retail, Modiface, also known as Dream Face at Lotte Smart Store.

Through AI algorithms, shoppers can accurately shade-match and try on the different foundations, lipsticks and other makeup products via a virtual mirror from the iPad or by scanning the QR codes next to each make-up item through the Lotte duty free app.

Putting technology at the heart of retailtainment, shoppers can discover the second generation of Advanced Génifique serum, enriched with microbiome science, by interacting with the Génifique Game Table.

Digital contactless journey

The giant Advanced Génifique serum LED bottle also brings a personalized experience with a name engraving service on the Génifique bottle and social sharing technology. Digital payment methods,

electronic price tags, personalized QR codes and personal mobile shopping carts completes the digital contactless journey.

Emmanuel Goulin, Managing Director, L'Oréal Travel Retail Asia Pacific, said: "Together with Lotte Duty Free, we want to invent the beauty of tomorrow in travel retail with digital innovation and services. The Lancôme x Lotte Duty Free Smart Store is a co-creation of a fully integrated physical and digital experience, and a reimagination of our relationship with travelers through dynamic, beauty tech innovations."

Kap Lee, CEO, Lotte Duty Free, commented: "Lotte's partnership with Lancôme Travel Retail Asia Pacific was a natural one. Both organizations saw technology's potential to offer the travel retail industry a solution for recovery and growth - all whilst offering consumers exciting digital innovations as part of a reinvented travel retail experience."

Lancôme highlights four signature products in Lotte Duty Free's smart store, namely its best-selling serum Advanced Génifique, the newly-launched refining and brightening Clarifique Dual essence, L'Absolu Rouge Lipstick 196, and Teint Idole Ultra Wear, a liquid foundation that also comes in an Asian skin-friendly formula.