

Lotte Duty Free leverages on make-up artist PONY's appeal to target millennials



Popular South Korean make-up artist PONY doing a make-up demonstration at a fan meeting at Lotte Duty Free's World Tower branch



Lotte Duty Free is leveraging on make-up artist PONY's popularity to target millennials

Some 100 customers attended Korean make-up artist PONY's fan meeting and make-up demonstration at Lotte Duty Free's World Tower branch last Thursday (28 March).

Lotte Duty Free shared this information in a press release. Last October, the retailer had signed on PONY as its duty-free ambassador. Lotte believes that the collaboration with PONY will help market its K-beauty cosmetic products to customers aged between 20 to 30 years old, who are emerging as the main customers at duty-free shops. PONY, also known as Park Hye-min, boasts close to 5 million subscribers on her YouTube Channel 'PONY Syndrome'. In 2017, Forbes named her one of the 30 influential Asians under 30 years old in the arts sector.

Since signing the contract, Lotte Duty Free has created a PONY section on the main page of its online store. The section includes trendy make-up styles with PONY's recommended cosmetics to create the look. The webpage also includes video make-up demonstrations by PONY.

Commenting on the collaboration, Kim Won-sik, head of Lotte Duty Free's marketing team said: "We 2

will establish a place to communicate with young customers through online and offline in the future.”