

Lotte Duty Free organizes VIP event to introduce Korean cosmetic brands to Chinese influencers



320 VIP Chinese guests and online influencers attending Lotte Duty Free's special invitation event at Lotte Hotel



VIP customers taking photos with some of the Korean cosmetics brands

Lotte Duty Free (LDF) has hosted a special invitation event for 320 VIP Chinese guests and 30 Chinese online influencers, also known as *wanghong*, to introduce small and medium-sized Korean cosmetic brands to them.

The event was held for six days, from 24 – 29 April and the VIP guests and wanghong were introduced to 10 Korean cosmetic brands that included Mediheal and Huxley. According to LDF, this event provided an opportunity for the cosmetic brands to promote their latest range of products to the VIPs, which are quickly gaining popularity in China but have relatively few opportunities to promote themselves.

As part of the event, the guests had the chance to tour the Dongwha Pharmaceutical Products Development Institute and try the products themselves.

One of the attendees, wanghong Kyun said: "I have always been interested in Korean cosmetics, but it was the first time that I could see the manufacturing process with my own eyes."

LDF has been making various efforts to promote shared growth with small and medium-sized companies in South Korea. It also promotes these brands through its "Blooming Beauty" corner at its Myeong-dong flagship store. In 2017, LDF signed an agreement with 60 partners to promote a culture of fair transactions with these small and medium companies.

Commenting on the event, Jung Sam-soo, Head of the Promotion Division in Lotte Duty Free said: "This event is more meaningful as it is not just a VIP event, it is also the first event to realize shared growth with a Korean partner brand."