

# Lotte Duty Free scoops two awards in 40th anniversary year

Lotte Duty Free has won a prestigious Red Dot Design Award for its 40th anniversary Heritage Book and logo design.

The Korean operator won the award in the field of brand design and identity on August 3 in Germany.

To mark its 40th anniversary, Lotte Duty Free created a book that conveys the brand's history, authenticity, and future vision with an artistic sensibility.

The Lotte Duty Free Heritage Book focuses on the company's brand values and charts the history of the operator.

It also features interviews with partners, a '40 years of records' section that lists the products that symbolize the company's 40 years, as well as 'Lotte Duty Free's route', which includes illustrations of how products are delivered to customers.

The company's 40th anniversary emblem was created in collaboration with famous British pop artist Stephen Wilson. The travel-themed image highlights 40 different balloons, symbolizing the desire to continually grow.

Lotte Duty Free Shop features the 40th anniversary emblem on a desktop calendar and shopping bags in 2020, and produces key visuals for each changing season.

The company received the Red Dot award amid a fiercely competitive field of more than 7,000 entries from over 50 countries around the world.

In addition, Lotte Duty Free won a bronze award in the annual A'Design Award & Competition 2020, held in Italy in April, which highlights good design, designers and design-oriented companies in about 100 fields such as interior, graphic, architecture, and products.

Lotte Duty Free won the accolade for its collaboration with Dutch artist Jordy van den Nieuwendijk on a story themed 'Pop! Pop! Santa Village!', reminding people of precious moments of travel.

Commenting on the awards, Kap Lee, CEO of Lotte Duty Free, said: "With COVID-19, we have achieved good results in world-famous awards during the most difficult times, and it has a greater sense of meaning."