

# Lotte holds second domestic clearance live broadcast

Thanks to the success of Lotte Duty Free's first live broadcast of duty free goods for domestic customs clearance, which was held on February 4, the travel retailer will be holding another on the 24.

The first broadcast attracted great attention from customers, resulting in the selling out of Jimmy Choo's Romi 85, Romi 60 and Erin Flat. Over 60% of the purchasers were located outside of Seoul, with high demand from those unable to visit the stores in person.



Lotte Duty Free sold out of three different styles of Jimmy Choo shoes at its first domestic customs clearance live broadcast event

An official at Lotte Duty Free said, "On the day of the broadcast, the number of Luxe Mall visitors increased by more than 3.8 times compared to the average, and after the broadcast, the number of new members of Luxe Mall increased by about 21%."

## More brands, more sales

The second live broadcast "Luxe Mall Live" will take place at 8 pm on February 24. The broadcast can be found on the homepage of "LUXEMALL," Lotte's online shop dedicated to duty free goods.



Preparations are underway for many more clearance sales and exhibitions

On offer will be 16 items of Tory Burch and Vivian Westwood, at discounted prices. Other connected events include a MAC lipstick giveaway to customers who tag a friend on Lotte Duty Free's official Instagram.

In addition to these broadcast clearance sales, Lotte Duty Free is continues to add new brands and new products at Lux Mall. From 10 am on February 26th, new brands such as Calvin Klein, Emporio Armani, and Mido will be introduced to appear alongside 13,000 new products from 80 brands that are already on offer.

Preparations are underway for an exhibition of Marc Jacobs bags and Vivienne Westwood earrings, which will take place this spring. Scheduled every day is a time slot for super sales of other items.

### **In-person shopping**

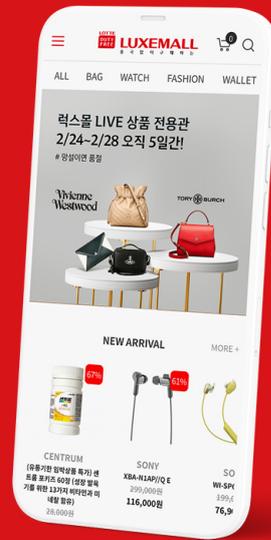
Lotte Duty Free is planning to expand its sales to COEX stores in addition to the existing Myeongdong headquarters, World Tower, and Busan stores for customers who want to view and purchase items in person. Lotte Duty Free is accepting reservations in advance for these events and limiting the entry of customers to 20 at any given time, with 50 minutes of shopping time. Reservations can be made on Lotte Duty Free or Luxe Mall's websites.

At the store, products from over 40 brands popular with Koreans such as Burberry, Givenchy and Ferragamo, will be available, with new items added every month. For the COEX store, which will start on sale on March 2, a new store is being created.

# 럭스몰 LIVE ON AIR

내수통관 명품을 **2월 24일**  
럭스몰에서 라이브로 즐기세요

**21.02.24 20:00 OPEN**



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The next domestic customs clearance event happens on February 24

Lotte Duty Free will continue to sell duty-free goods through domestic customs clearance through Lotte ON, Lotte's integrated online shopping platform. A discount of up to 71% is offered on 5,000 products from 16 brands including Chloé, Etro, Michael Kors and Mandarin Duck. On February 25, new products will be held at the "New Semester Bag Event." In March, an "Accessory Planning Exhibition" will also be held for Spring and White Day.

An official at Lotte Duty Free said, "We are actively using the domestic customs clearance sales system to meet the shopping needs of our customers. We will continue to strive to provide a wider range of customs clearance products and various events."