

# Coty partners with Lotte Duty Free on first Lancaster store in Korea



The focus of the Lancaster store includes a large skincare bar dedicated to product trial and discovery. [Coty](#) travel retail and [Lotte Duty Free](#) have brought luxury skincare brand [Lancaster](#) to Korea. The inaugural store at Lotte Duty Free World Tower is part of an exclusive partnership for six months and the start of the brand's expansion in travel retail.

Lancaster's rollout to Korea marks the expansion of Coty's skincare portfolio. According to a press release, "Skincare is one of the most exciting growth areas for the company and serving consumer needs in one of the most demanding skincare markets is a focus area."

Coty Global Travel Retail Senior Vice President, Guilhem Souche said, "We are excited to write a new chapter in our partnership with Lotte Duty Free with our first-ever Lancaster Store in Korea. We aim to offer a luxurious skin 'Repair & Protect' experience to Korean travelers with Lancaster's iconic skincare offerings."

Lotte Duty Free Head of Merchandising Division 1, Im Hyeong-II said, "We are delighted to partner with Coty on this exclusive pre-launch in Lotte Duty-Free as we strive to deliver scientific innovation and luxurious products to our customers. We also look forward to working closely together to further elevate customers' experience through our exciting digital programs."

As a reflection of the brand's heritage, the store showcases the brand's new design, with signature blue and gold touches and a crown emblem harking back to its royal linkage. The focus of the store

includes a large skincare bar dedicated to product trial and discovery, inviting travelers to discover its innovations and embark on a journey to improve their skin's repair capacity: from cleansing to anti-aging & sun protection, with a special focus dedicated to showcasing its cutting-edge 365 Skin Repair Youth transversal serum. Aside from the latest product offerings, travelers can also look forward to duty free exclusive sets of Lancaster bestsellers.

Travelers will also be the first to be able to experience Lancaster's first biometric smart skin analyzer. Lotte Duty Free store will be the first to unveil this state-of-the-art skin analysis service. The complimentary bespoke skin consultation aims to provide an insight into each individual's skin and treatment requirements and this will be followed with a personalized product recommendation and a trial of the bestselling serum via a pampering hand massage.

The opening in Korea will also see the launch of Lancaster's loyalty program. Customers can join the digital program complimentary, use it to learn more about the brand and keep track of its latest updates as well as enjoy an extraordinary array of treats. To create a rich omnichannel experience for travelers, Lancaster will kickstart a series of skincare masterclasses, starting with a virtual live stream via the Lotte Duty Free platform. Customers can expect product usage and beauty tips and receive product trial test kits to trial during the class.