

500 Wang Hongs participate in Lotte Duty Free's live broadcast event



Lotte Duty Free has organized a live broadcast with 50 Chinese influencers or Wang Hongs participating to introduce K-beauty brands to their followers



During the event, the Chinese influencers shared about various K-Beauty brands such as IOPE and Laneige and demonstrated how to use the products

500 Wang Hongs, also known as Chinese influencers, participated in Lotte Duty Free's live broadcast event at its Seoul downtown duty-free stores on July 1.

During the event, the Wang Hongs introduced various K-Beauty brands such as Sulwhasoo, IOPE and Laneige to their followers and also demonstrated how to use the products. Lotte said that some of these Wang Hongs have a following of around 50 million.

The live show was held at Lotte's Myeongdong headquarters and organized in collaboration with Chinese e-commerce giant Taobao. Taobao is owned by the Alibaba Group.

Commenting on the event, Kim Joon-soo, head of Lotte Duty Free's sales division said: "Lotte Duty Free will work hard to introduce various Korean brands, including cosmetics, to the world based on its 40-year know-how and global infrastructure."

According to Lotte, the scale of this event is five times larger than a similar one organized in December last year. The retailer said it plans to continue working with Taobao to set up a channel to publicize local brands to overseas markets. In the future, Lotte also hopes to develop the Wang Hong live show as a regular event.