

Kiehl's concludes its 'Kiehl's Loves' campaign at Lotte Duty Free's Myeongdong flagship store

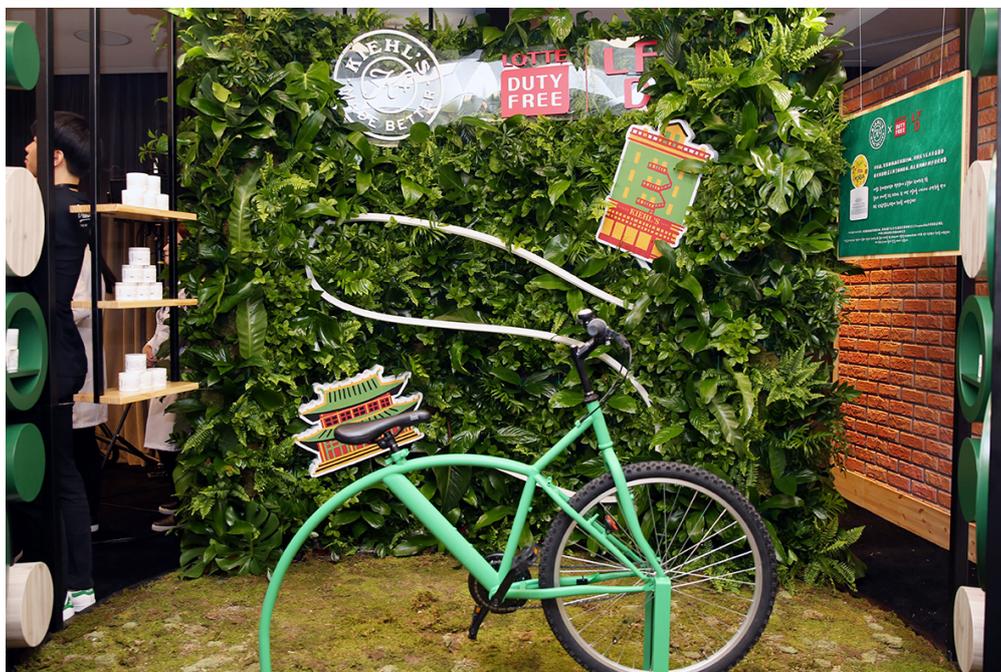


(From left to right) Jeffrey Davis, Lotte Duty Free's Merchandising Director, Petrina Kho, Asia's General Manager of Kiehl's Travel Retail Asia Pacific, and Baek Chan-hong, executive director of Ecopeace Asia at the launch of the 'Kiehl's Loves Korea' pop-up

Kiehl's has concluded its 'Kiehl's Loves' campaign with a pop-up at Lotte Duty Free's Myeongdong Star Lounge from October 18 - 19.

The brand had previously held pop-ups in Bangkok and [Sanya](#), as reported previously.

At the 'Kiehl's Loves Korea' pop-up at Lotte Duty Free's Star Lounge, the brand had neon and florescent lights decorating the pop-up to symbolize the strong energy of the Republic of Korea, in line with the concept of K-Pop and the fusion of Korean traditional culture. Visitors at the pop-up can also go through various product experience zones, including a display that responds to the movements of the viewer.



Visitors at the 'Kiehl's Loves Korea' pop-up will enjoy various product experience zones

During the event, Kiehl's announced that it will be donating to a tree-planting initiative to improve the air quality in the city. Every time a Kiehl's Ultra Facial Cream 125ml product is sold, Kiehl's will donate US\$1 to Ecopeace Asia from now until the end of October.

Ecopeace Asia is an organization committed to environmental conservation. It has carried out projects such as preventing desertification and restoring mangrove forests and more. Ecopeace Asia said it plans to use Kiehl's donation for a project to reduce fine dust at a park in Yeouido, Seoul.

Commenting on the pop-up, Park Seong-hoon, director of Lotte Duty Free's Myeongdong headquarters said: "It is an honor to provide new experiences to customers and to share environmental protection activities through the Kiehl's Love Korea campaign," said at the event. "We plan to carry out various collaboration and social contribution activities with domestic and foreign companies in the future."

"We are happy to participate in activities to improve air quality in downtown Seoul with Lotte Duty Free and Ecopeace Asia," said Petrina Kho, General Manager of Kiehl's Travel Retail Asia Pacific.