

La Prairie provides an exclusively designed VIP brand experience to launch its Skin Caviar Eye Lift



Marking the launch of its new eye care product, the three-day event took place at Lotte Duty Free's Myeong-dong headquarters and boasted the theme: "Eyes in Focus"

La Prairie, a leader in luxury skin care, celebrated the successful hosting of its VIP showcase event at Lotte Duty Free. Held October 22 - October 24 at Star Lounge, the exclusive VIP lounge in Lotte Duty Free's Myeong-dong headquarters, the three-day event marked the launch of its innovative eye care product, Skin Caviar Eye Lift. With KOLs from Korea and China, over 350 industry leaders attended the occasion.

The event featured Skin Caviar Outpost & the new product was introduced with the theme of "Eyes in Focus." Skin Caviar Outpost offered four engaging stages: Revive, Raise, Redefine & Reawaken, all exquisitely designed for experiencing many aspects of the new product, which is purely focused on revitalizing the delicate skin around the eye, namely, the "gaze."

The final stage, Reawaken, also introduced the works of three Swiss photographers; previously featured in the Basel 2019 edition as La Prairie/Art Basel collaboration. The pieces conveyed the beauty and power of the gaze, the pursuit of which created Skin Caviar Eye Lift. Attendees were invited to participate in the unique experience of harmonizing their beauty with art frames and photographing their "gazes" to be remembered.

La Prairie's company for product experience, Art of Perfection Consultation Service, and beauty classes with caviar-themed catering and champagne were made present to heighten branding experience. Selected VIPs were then invited to La Prairie Caviar Dinner at Pierre Gagnaire Seoul, the renowned Michelin 3-star restaurant.

La Prairie Skin Caviar Eye Lift boasts the latest caviar incarnation, which potentiates caviar's full lifting effect to revive the gaze. The sophisticated blending of Caviar Premier and La Prairie's Exclusive

Cellular Complex creates the cure for the full eye area, replenishing eyelid elasticity while diminishing under-eye bags and wrinkles. The product's innovative dual-pump design even further elevates the gaze-saving experience where La Prairie's iconic gold caviar beads and tourmaline-pink gel-cream are drawn up to a fresh mixture at each pumping action.