

Lotte DF celebrates holiday season with 'Happy Duty Freemas' campaign



Lotte Duty Free will hold the winter season event 'Happy Duty Freemas' from November to January 1 of next year

Lotte Duty Free (LDF) said yesterday that it is holding a series of promotions through the winter season as part of its 'Happy Duty Freemas' campaign, running November to January 1, 2023.

At LDF stores, about 60 brands, such as Lipa, Foreo, and Dr. Aribo, are available at discounted prices, and at LDF downtown stores, 20 overseas brands, such as Marc Jacobs, Chloé, and Bali, are discounted up to 80%.

In addition, the exchange rate compensation event, which LDF has been running since April, has increased from KRW 700,000 (US\$ 507) to KRW 930,000 (US\$674). As a result, Korean customers who use LDF's downtown stores can receive up to KRW 4 million (US\$2,899) in LDF PAY, which can be used like cash at LDF, depending on the exchange rate and purchase amount.

At downtown LDF stores on weekends (Friday, Saturday and Sunday), an instant discount of KRW 20,000 (US\$14) and an additional up to KRW 90,000 (US\$65) will be available, depending on the purchase amount. Customers shopping at the LDF Incheon Airport branch can also receive a discount₁

of up to KRW 630,000 (US\$456) depending on the purchase amount.

The retailer also has several promotions running for Black Friday, from November 25 to 27, including LDF PAY rewards.

On November 26, Lotte will host a special event that doubles the gift amount of affiliate cards to receive up to KRW 4.7 million (US\$340) in LDF PAY at all downtown Lotte DF stores.

Through the month of December, the 2023 calendar will be a GWP for customers who spend more than US\$200 at LDF's offline stores.

"We have expanded the scale of exchange rate compensation events so that customers who are preparing for overseas travel at the end of the year can enjoy duty-free shopping," said the retailer.