

Lotte DF selects Super Junior and Stray Kids as models



Lotte Duty Free is launching Hallyu stars Super Junior and Stray Kids as new models to win the hearts of customers. Super Junior pictured above

Lotte Duty Free has announced today that it has selected Super Junior and Stray Kids as models to capture hearts of fans and customers around the world.

On the September 5, Lotte Duty Free unveiled video content announcing the selection of the eight member male idol group Stray Kids through an Instagram post.

It is the third K-Pop endorsement model the retailer has selected, following singer-actor Lee Jun-ho and girl group Aespa, [which were announced in August](#). Stray Kids debuted in 2018, and in March, four years after their debut, took first place on the US 'Billboard 200,' establishing themselves as a global trending group.



Stray Kids group

Lee Sang-jin, head of Lotte Duty Free's marketing division, said, "As the number of tourists visiting South Korea is increasing in Southeast Asia and a new store opening in Da Nang is also ahead, we plan to present various events with new models to captivate the fans' hearts." We will contribute to the recovery of the domestic tourism market by actively utilizing marketing related to shopping."

Meanwhile, Lotte Duty Free, as a leader in entertainment marketing that combines tourism and entertainment, has produced and presented K-content such as concerts, web dramas, and fan meetings with Hallyu stars to customers. In particular, one million people have attended the 'Lotte Duty Free Family Concert' since its start in 2006, and the 31st LAN concert held online in the aftermath of the COVID-19 last year recorded 3 million views.