

Lotte Duty Free and Lancôme beauty class targets VIP customers



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Lotte Duty Free partnered with Lancôme to conduct a beauty class for a limited number of Korean VIP customers. Held at the Star Lounge located on the 8th floor of the Lotte Duty Free World Tower store, the event took place across two days (January 17 and 18) and featured four sessions.

In addition to introducing hero products of Lancôme's prestige skin care line, Absolue, the event offered product demonstrations and skin consulting services. Depending on the purchase amount at Lotte Duty Free, participants also received Lancôme cosmetic sets valued at up to \$US400 as complimentary gifts. This included the Absolute Ultimate Luxury Set as an option.

With the increasing of price points, the retailer notes the importance of VIP customers across the retail industry. Lotte Duty Free shares that the percentage of top-tier VIP customers accounting for the total sales of domestic customers at its downtown stores has increased significantly from approximately 10% in 2018 to 20% in 2022.

"We will continue to work hard to provide differentiated benefits and services to our VIP customers," said a Lotte Duty Free official.

Lotte Duty Free Shop has reopened the Star Lounge at each downtown store post-pandemic to strengthen VIP customer service and offer a "VIP-only resting place." It is also conducting seasonal offline events in collaboration with leading global brands. According to the team, various digital conversions are underway with the goal of fully digitizing the Star Lounge in 2025.

As its first initiative, barcodes for each member will be implemented in the mobile app account of all VIP customers within this year. It is intended to replace the existing plate-type VIP membership card, and will provide more convenient lounge services such as VIP access at offline Lotte Duty Free stores via barcode, as well as ordering drinks and checking VIP benefits.