

# Lotte Duty Free brings K-Pop celebrities to center stage



The Aespa girl group modelling for Lotte Duty Free

Lotte Duty Free has announced today that it has signed two K-Pop names, singer-actor Lee Jun-ho and girl group Aespa, as models to attract tourists and expand global marketing now that overseas travel has resumed.

Lotte Duty Free has had a focus on introducing K-content to its offering for years, including concerts, web dramas and fan meetings with Hallyu stars (celebrities in Korean popular culture).

In particular, the 'Lotte Duty Free Family Concert' has attracted 1 million domestic and foreign visitors since 2006, and the 31st concert (held online last year due to COVID) recorded 3 million views. 'Star Avenue,' an experiential Hallyu complex cultural space created with photos, videos, and handprints of Hallyu stars, is also available to K-Pop fans.

Lotte Duty Free says the signing of Jun-ho and Aespa follow this strategy to continue entertainment marketing and to actively develop global marketing with a Hallyu model.

**LOTTE**  
**DUTY**  
**FREE**



## Singer-actor Lee Jun-ho

First, the 'Guess Who?' video announcing the selection of Aespa's was released on the official SNS of Lotte Duty Free on August 10. To commemorate this, Lotte Duty Free held an SNS event for the stars and announced plans to introduce the K-Pop lineup in the second half of the year, raising expectations of global fans.

Jun-ho, an active member and actor of the male idol group 2PM, has established himself as a popular actor in Asia after the MBC drama 'Red End of the Sleeve,' which aired last year and was popular abroad. Aespa is a girl group under SM Entertainment consisting of 4 members, Karina, Winter, Giselle, and Ning-Ning.

Aespa quickly gained worldwide popularity, and the mini-album 'Girls,' released last month, is gaining great popularity, breaking the total sales volume of 1.64 million copies as of July on the circle chart operated by the Korea Music Content Association, recording the highest record sales of a K-Pop girl group.

Lotte Duty Free plans to release various content with Jun-ho and Aespa, who will be together as the new faces of Lotte Duty Free, through SNS accounts and LDF magazines, including Lotte Duty Free stores.

Lee Sang-jin, head of Lotte Duty Free's marketing division, said, "At a time when overseas travel demand is increasing, we will introduce new advertising campaigns and online and offline events so that global customers can enjoy duty-free shopping. We will promote K-culture and contribute to attracting tourists."