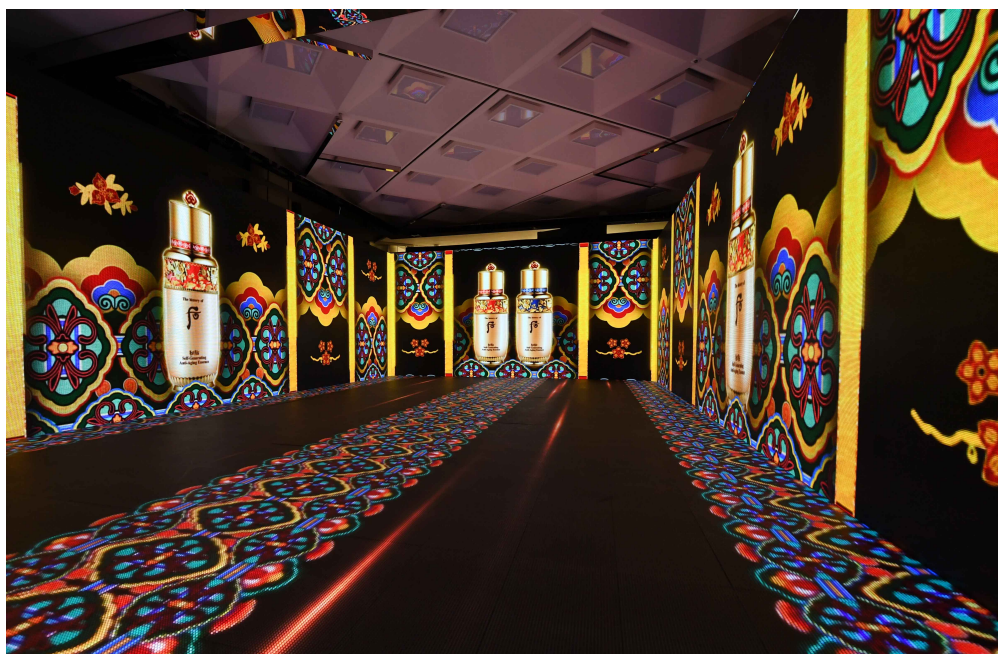


Lotte Duty Free holds launch event for The History of Whoo's Bichup Ja Saeng Essence



Lotte Duty Free transformed its Myeongdong Star Lounge to an event space showcasing The History of Whoo's Bichup Ja Saeng Essence

Lotte Duty Free held a launch event for Korean premium skincare brand 'The History of Whoo's' Bichup Ja Saeng Essence (Self Generating Anti-Ageing Essence) from October 4 - 5 at its Myeongdong Star Lounge in Seoul.



Attendees at the launch enjoyed exhibits of famous artists' works, performances and product experience zones

The event attracted over 4,000 people, including 3,500 customers, 500 VIP customers and 10 Chinese Key Opinion Leaders (KOLs) over the two-day period.

In a press release, the retailer said the Bichup Ja Saeng Essence is enjoying great popularity among Chinese KOLs as the brand's flagship product as it offers a unique proposition – a royal anti-ageing product which awakens the hidden power in the skin.

The History of Whoo is a Korean powerhouse LG H & H's premium skin care brand. It is expanding its business in Korea and in overseas markets such as China and Southeast Asia.

Commenting on the event, Lee Seung-kook, head of Lotte Duty Free's product division said: "We have joined hands with 'The History of Whoo' which is creating a new horizon for the K-beauty industry."

"We will not only strive to build partnerships with famous brands, but also plan various attempts to provide differentiated experiences to domestic and foreign customers."