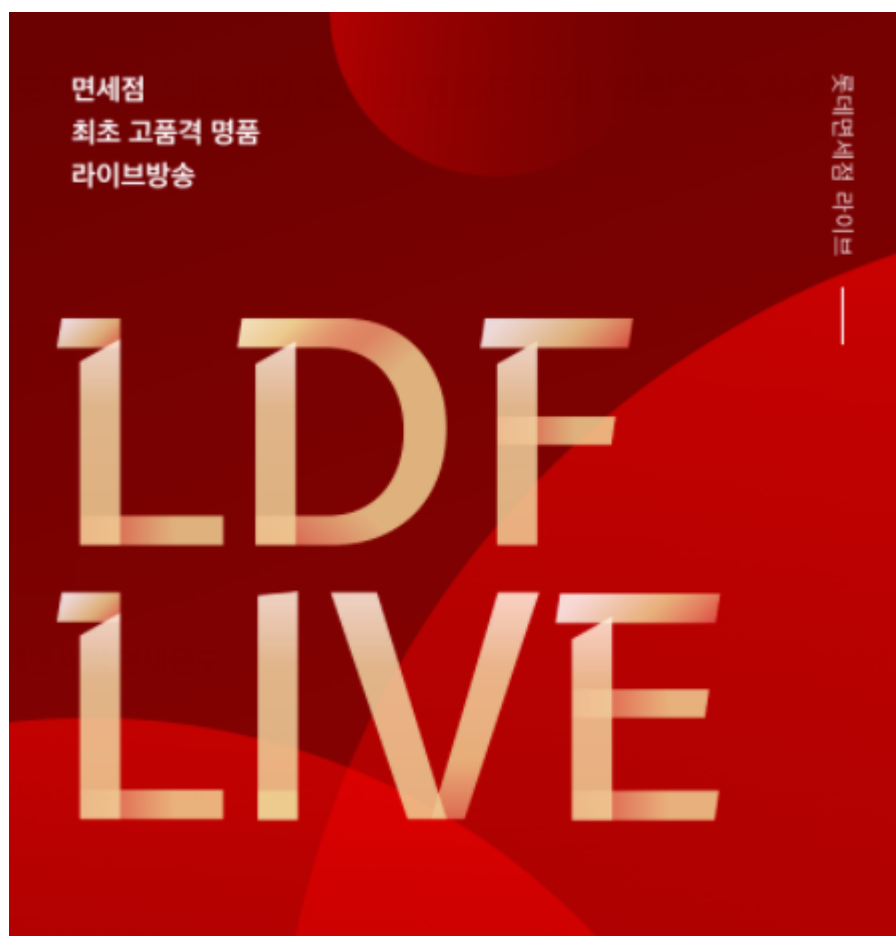


Lotte Duty Free hosts live online fashion shopping event



Lotte Duty Free is conducting a live online sale of duty free fashion goods, giving customers a discount of up to 50% on 11 products from popular luxury brands.

The LDF LIVE shopping event takes place for one hour from 12pm on July 29 and focuses on luxury fashion accessories. The industry-first event follows a previous live broadcast staged by Lotte Duty Free for beauty products.

LDF LIVE aims to maximize customer engagement by communicating with customers in real time, the operator said.

The event will be led by a host from sister company Lotte Home Shopping for approximately 50,000 customers, including Lotte Duty Free VIPs.

Customers can access Lotte Duty Free's online shop by mobile and pay using the same method as normal. Purchased items can be collected at the time of departure from the country.

Lotte Duty Free plans to organize more LDF LIVE broadcasts on a regular basis, expanding its brand and product range. In the future, Lotte Duty Free will use big data to identify customers' purchasing needs and incorporate them into the live events.

Lee Sang-jin, Head of Marketing at Lotte Duty Free Shop, said: "We are diversifying our duty free sales channels to match the untapped market. We expect our customers to enjoy the various benefits."

of duty free shops, regardless of where they are."