

Lotte Duty Free lands in Sydney



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Lotte Duty Free, the second largest duty free retailer worldwide, has opened a three-level boutique on the corner of Pitt and Market Street, the heart of Sydney's retail precinct.

Lotte Duty Free is home to many brands never seen before in Australian travel retail.

International favorites such as Pola and Cosme Decorte are available alongside leading beauty brands including Estee Lauder, Lancome, Shiseido, SK-II and Gucci Beauty, as well as Australian brands like Beauty Chef and Vita Glow. The store also carries niche fragrances such as Le Labo, Frederic Malle and Kilian.

The downtown location gives shoppers the opportunity to obtain duty and tax savings while taking their time to browse at their leisure by "injecting the shopping experience into their travel planning journey", Lotte Duty Free said.

The store interiors were designed by Australia's leading design company, Bates Smart. The environment is described as "fresh and contemporary whilst also integrating the latest technology to ensure the customer shopping experience is informed and pleasurable".

The store hosts over 100 international and Australian beauty brands and a curated collection of luxury watch and jewelry brands such as Omega, Montblanc, Longines and Mido. Lotte employs experienced¹

watch consultants to help shoppers.

Stephen Timms, CEO, Lotte Duty Free Oceania, said: “The duty free experience is as important as all other aspects of the travel journey. From the hotel to the location, travelers want something special and memorable. Design innovation and client experience were the guiding principles in the creation of this iconic store. Lotte Duty Free is a travel destination in its own right and something we want people to build into their plans and be excited to experience as part of the international travel journey.”

Services include a concierge and an “authentic cellar door experience” where wine connoisseurs can connect with Lotte Duty Free’s resident sommelier and enjoy local wines or sample a premium whisky from the 100-bottle Whisky Bar.

Kap Lee, CEO, Lotte Duty Free, said: “Lotte is home to some of the most luxurious brands in the world. We are proud to offer shoppers everything they are wanting in a space that elevates this part of their travel journey. Our retailer partners are testimony to Lotte’s reputation worldwide and we are excited to bring this retail experience to one of our favorite cities, Sydney.”