

Lotte Duty Free launches LDF Original Series



Lotte Duty Free launched a new branding campaign 'LDF Original Series'. As the first part, three short dramas featuring Stray Kids, a model at Lotte Duty Free, will be released through the Lotte Duty Free SNS channel from the October 25 to the 27

Lotte Duty Free has announced that it is launching 'LDF Original Series,' a new K-content video featuring its new models.

The LDF Original Series will include dramas, entertainment and music videos and be released through October to February. The stars include Stray Kids in October, Lee Jun-ho in November, Espa in December, TWICE on January 23, and Super Junior on February 23. Contents can be viewed in various languages such as Korean, English, and Chinese on Lotte Duty Free's official SNS channel and LDF magazine.

The first content is to be released October 25 to the 27, in the form of a three-part short drama featuring Stray Kids members.

"Stray Kids members' passionate performances can be seen in the story using the love triangle, the secret of birth, which is often used in Korean dramas," explains the Lotte DF press release from October 26.

When the cumulative number of views of Stray Kids exceeds 5 million views, photos and videos behind the Stray Kids advertisement shooting will be released through Lotte Duty Free's official SNS channel and LDF magazine.

In November, a drama featuring singer and actor Jun-ho, who is working as a model for Lotte Duty Free, will be released. After the pre-release at the Jun-ho fan meeting 'Lotte Duty Free Family Premier₁

with Lee Jun-ho' on November 19, Lotte DF's plan to post it on the SNS channel. Fans can apply for the Jun-ho fan meeting regardless of the purchase amount on the event page of the Lotte Internet Duty Free Shop until October 31.

To commemorate the launch of this LDF original series, Lotte Duty Free provides a link to a special event to customers who watched the video. Korean customers who purchase more than US\$500 at Lotte Duty Free can participate in a Japanese travel package gift including lodging and air tickets through the link and a payback event in which the entire purchase amount is paid in LDF PAY. In addition, Lotte Duty Free's 'Overseas Shipping Service' discount page will be opened for foreign customers to purchase domestic cosmetics, fashion, and sunglasses at a discount of up to 30% without the immigration process.

"We created this branding campaign so that customers can enjoy duty free shopping more enjoyably," said the head of the marketing department at Lotte Duty Free Shop.