

# Lotte Duty Free partners AmorePacific to launch travel retail exclusive beauty brand “Sienu”



Lotte will open a new Sienu pop-up store on the 12<sup>th</sup> floor of its Myeongdong duty free store from now until March 2020

Lotte Duty Free has launched a new cosmetics brand called “Sienu” as part of its 40<sup>th</sup> anniversary celebrations. This is the first time that Lotte Duty Free has collaborated with popular cosmetics brand AmorePacific to jointly develop this new product, from brand development to launch and product distribution.

The new launch is just one of numerous exclusive products that Lotte Duty Free will introduce to travel retail this year, in collaboration with other world-class brands to celebrate its milestone year.

Sienu, which means "the pinnacle of art which goes beyond time", is a luxury anti-aging skin care brand that combines natural plant extracts such as Lingzhi mushrooms, along with jewelry materials such as diamonds. The new brand taps into AmorePacific’s 70 years of research and experience to create the new Time Brace cosmetics range, which includes an emulsion, a serum, eye cream, as well as day and nights creams.



The Time Brace series feature an emulsion, a serum, eye cream, as well as day and nights creams

Lotte Duty Free will be opening a pop-up shop on the 12th floor of Lotte Duty Free's Myeong-dong headquarters on January 31, which will run until the official store opens in March this year.

Visitors can also visit Lotte Duty Free's Myeong-dong headquarters and Lotte Internet Duty Free, as well as through AmorePacific's official online mall to buy the Sienu products.

In commemoration of the 40th anniversary of its establishment, CEO Lee Kap said: "Lotte Duty Free continues to provide the best services and new shopping experiences for our customers and will strive to continue doing so."

The company also plans hold a grand launch event which will be held at the Star Lounge inside Lotte Duty Free's Myeongdong store in March.