

Lotte Duty Free partners with Kenzo Parfums in Ikebana-themed event



Celebrity botanical florist So-hee Park guided participants through a creative floral reinterpretation of Kenzo's Flower Ikebana fragrance

Lotte Duty Free and Kenzo Parfums recently hosted a three-day, invitation-only event celebrating the spirit of Flower Ikebana, the latest addition to the Flower by Kenzo collection.

The event, from August 28 to 30, kicked off with a press and influencers session, with Kenzo Parfums' vibrant brand message brought to life across social media, reaching more than 1.9 million followers.

Over 100 VIPs attended one of the nine floral workshops held over the course of the three days. These sessions were held in the Lotte Duty Free Star Lounge where workshop guests were welcomed with a soothing flower tea and a glimpse into the Flower Ikebana story, where floral art and the art of perfumery meet and merge.

Celebrity botanical florist So-hee Park guided participants through a creative floral reinterpretation of the perfume's distinctive notes of warm mimosa and Japanese hinoki wood. Guests demonstrated a strong sense of aesthetics and creative flair, crafting striking floral designs in vibrant colors. They were treated to sweet flower-inspired canapes and a gift of miniature Kenzo perfumes and a Flower by Kenzo motif fan.



The Lotte Duty Free x Kenzo event ran over three days, attracting media and influencer support

Ji-Un Han, General Manager APAC and Travel Retail, said, “Flowers are at the heart of Kenzo, and were a lifelong passion for our founder Kenzo Takada. They’ve inspired many of our colorful and free-spirited collections and of course our scents.”

This passion for nature’s beauty and Kenzo’s CSR commitments are captured in the brand mission statement: ‘for a beautiful world’.

Marie Park, Kenzo Area Director, said, “This milestone collaboration with Lotte Duty Free, allowed us to connect with a wider audience and deliver an exceptional experience to loyal customers. The feedback we received was overwhelmingly positive and we hope to have the opportunity to work with Lotte again the future.”