

Lotte Duty Free showcases La Prairie's Skin Caviar Eye Lift with launch event at Star Lounge



Lotte Duty Free's launch event for La Prairie's Skin Caviar Eye Lift attracted 350 VIPs and KOLs from Korea and China

Lotte Duty Free has marked the launch of La Prairie's Skin Caviar Eye Lift at its Myeongdong Star Lounge with a special event for VIPs and KOLs.

The event was held for three days from October 22 - 24 and drew 350 VIPs and KOLs from Korea and China.

To highlight the features of the Skin Caviar Eye Lift, attendees were invited to experience the Skin Caviar Outpost which had four brand experience zones - Revive, Raise, Redefine and Reawaken. These zones were designed to help attendees understand how the product revitalized the delicate area around the eye called the "gaze".

At the last experience zone "Reawaken", La Prairie exhibited the works of three Swiss photographers who were featured in the Basel 2019 edition as La Prairie/Art Basel collaboration. The photographers' works were meant to convey the beauty and power of the gaze and the pursuit of it.

Apart from the experience zones, attendees also enjoyed beauty classes and Art of Perfection Consultation Service, La Prairie's unique service for product experience. Selected VIPs were then invited to La Prairie Caviar Dinner at Pierre Gagnaire Seoul, a renowned Michelin 3-star restaurant.



Lotte Duty Free's VIP customers and KOLs experienced La Prairies' new skincare product Skin Caviar Eye Lift through beauty classes and on-site consultation services

Commenting on the event, Seung Kook Lee, Managing Director of Lotte Duty Free's COS & PFM Division said: "The event literally electrified the VIP customers and KOLs. We are very pleased to showcase the excellence and innovativeness of La Prairie's skincare products."

"La Prairie always strives to offer the most luxury services and exclusive experiences to our clients and we are very delighted to see how much our VIP clients have enjoyed the immersive and 360 activation Skin Caviar Eye Lift « Eye in Focus » discovery event. This could not have been achieved without the immense support from our partner Lotte Duty Free. We thank Lotte for this successful collaboration and look forward to a continuous and innovative partnership to excite our clients!" added Jean-Marc Loi, Regional Director of La Prairie Travel Retail Asia.