

# Lotte Group and Estée Lauder hold beauty class Star Lounge



Lotte Duty Free, along with luxury cosmetics brand Estée Lauder, held a beauty class for top-tier Korean customers. The photo is from the beauty class held at the Star Lounge of the main store in Myeong-dong on November 30

Lotte Duty Free held beauty class for VIP Korean shoppers in partnership with Estée Lauder on November 29 and 30. It was hosted at the Star Lounge on the floor 14 of Lotte Duty Free's Myeong-dong main store, with a total of four sessions.

First, the brand story of 'RE-NUTRI,' one of Estée Lauder's prestige lines, was introduced to customers. Then, brand representatives demonstrated how to use Renutrive Diamond Brilliance Serum, Eye Serum, and Cream, which were newly launched in the first half of last year. There was also eye massage tutorials and time for customers to try the products.

Lotte Duty Free and Estée Lauder presented a Renutriv set as a gift to all invited customers and provided additional gifts and PRE-LDF PAY of up to ₩80,000 (US\$61), depending on the purchase amount as special benefits to customers who wanted to purchase the product.

Lotte Duty Free's sales to Koreans in November more than tripled compared to March, according to the company press release.

"Since the mandatory self-quarantine for foreign arrivals was lifted on March 21, the country is

showing a rapid recovery. In particular, imported cosmetics accounted for more than 30% of sales, and were found to be the most preferred product group by domestic customers," it reads.

Plus, an official from Lotte Duty Free said, "We plan to continue strengthening face-to-face services by holding events for top-tier customers in collaboration with Estée Lauder."

The Star Lounge is a customer lounge created in 2018 for VIP Lotte Duty Free customers, both domestic and foreign, and boasts 1,339 square meters. Since it opened, Star Lounge has held various events, such as collaboration with famous domestic and foreign brands such as L'Oreal Group, Chanel, La Mer, SK-II, Lancôme, Sulwhasoo, and WHOO among others.