

Lotte Duty Free rebrands LDF House showroom to Now in Myeong-Dong



Lotte Duty Free is targeting international tourists with its rebranded Now in Myeong-Dong store

Lotte Duty Free has rebranded its LDF House duty free showroom to 'Now in Myeong-Dong'.

The store opened in October last year with the aim of revitalizing the Myeong-Dong commercial district in Seoul and creating a new tourist attraction. New visuals combine English and Chinese characters using the multilingual typography featured in signage on the streets of Myeong-Dong.

To commemorate the rebranding, Lotte Duty Free Shop is offering a variety of merchandise including shopping bags, iPhone cases, GripTok, and stickers, on the third floor of the store.

Lotte Duty Free has also introduced an 'employencer' (Combining the words employee and influencer) campaign in which executives and employees directly promote the Now in Myeong-Dong store on various social media platforms, including Now in Myeong-Dong Instagram.



'Employencers' will play a key role in Now in Myeong-Dong marketing

Lotte Duty Free Shop has also introduced Bellygom pop-ups featuring the pink bear character that is popular with the MZ generation, from today the 2nd until May 31st. The pop-ups are located on the first and second floors of the store, with a Bellygom photo zone and selected products. A Bellygom-shaped hot air balloon is also available for rides on the rooftop.

Other promotions and events are planned at the Now in Myeong-Dong store which is open daily from 11:00 to 20:00.

Nam Gung-pyo, Lotte Duty Free's Head of New Growth Business Division, said, "The ultimate goal is to make the recently rebranded Now in Myeong-Dong a tourist landmark in Myeong-Dong. Lotte Duty Free will continue to select various marketing strategies that can enhance the Korean travel experience of multinational tourists."

Lotte Duty Free has accelerated efforts to become a global leading travel retailer by establishing a new growth business division and increasing staff this year. The company participated in the Coterie New Year international fashion fair in February, where it secured 50 export contracts, with a total consultation amount of over US\$200,000. Lotte Duty Free is also upgrading its Ginza Japan Direct Purchase online and overseas shipping services.