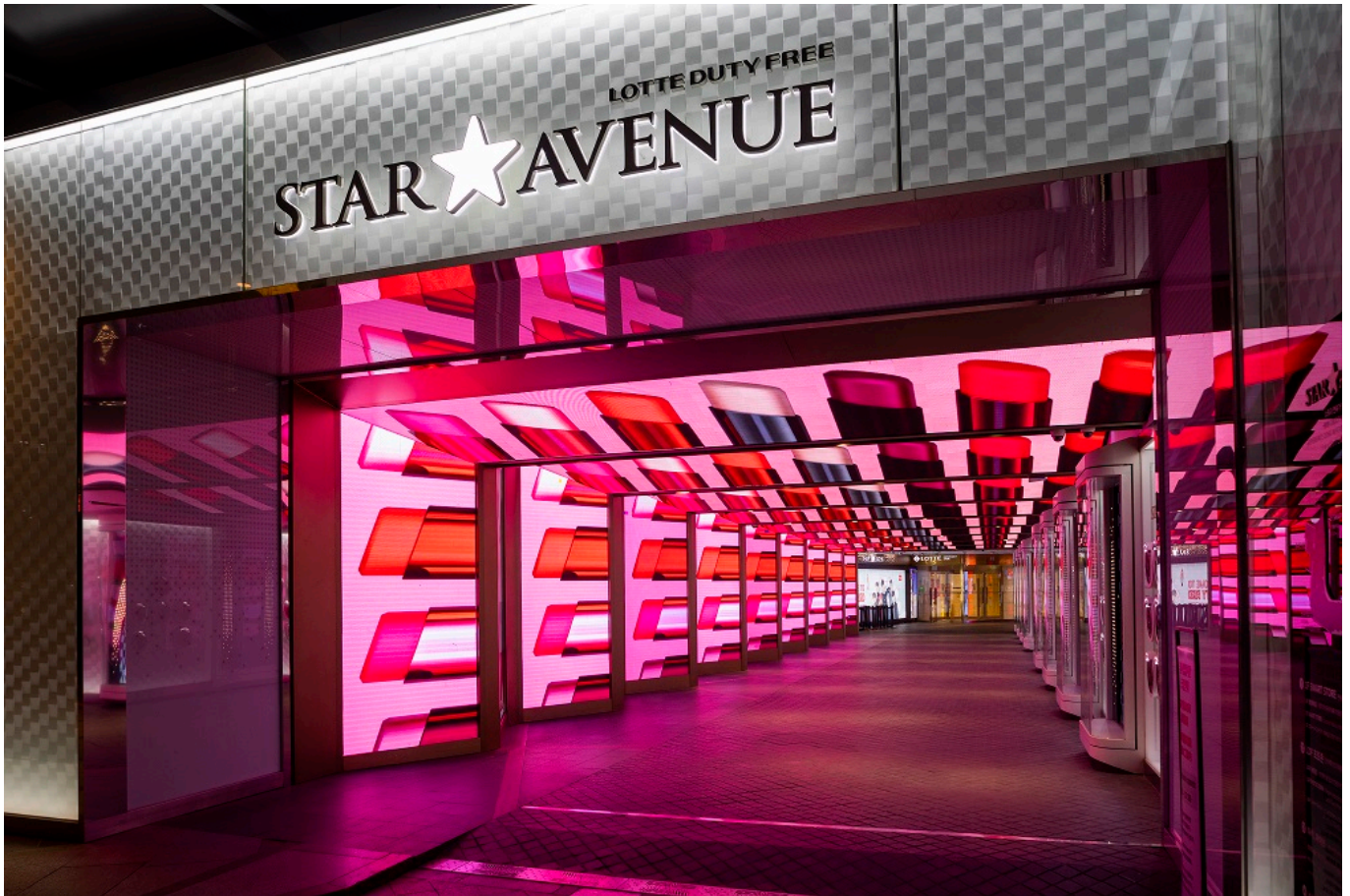


Shiseido Travel Retail announces year-long multi-brand collaboration to celebrate Lotte Duty Free's 40th Anniversary



The NARS counter at the downtown Myeong-dong location

Lotte Duty Free's 40th Anniversary will be celebrated in partnership with Shiseido Travel Retail with the launch of a range of products across its multi-brand portfolio throughout the year. The collaboration builds on Shiseido Travel Retail's key strategic priorities of building strong partnerships and ensuring competitive product offerings for both retailers and consumers through innovation.



Star Avenue Takeover by NARS Afterglow Collection at Lotte Duty Free's Myeongdong store

The latest initiative is a takeover of Star Avenue in Lotte's main store in downtown Myeong-dong by audacious makeup brand, NARS. Running from 24 to 30 April, the takeover is complemented by the launch of a Lotte Duty Free-exclusive NARS Complexion set featuring the brand's top complexion products.

The NARS takeover at Star Avenue, located at the main entrance of Lotte Main Downtown, allows consumers to experience NARS content via a large-scale digital media tunnel that leads to the store. To further mark the occasion, the makeup brand has developed the first-ever 'NARS loves Lotte' logo for Lotte Duty Free's 40th Anniversary.



The NARS Complexion Set consists of NARS' must-have complexion products, specially curated to suit the skintones of Asian consumers

Created exclusively for Lotte Duty Free, the NARS Complexion Set consists of NARS' must-have complexion products, specially curated to suit the skintones of Asian consumers. The line-up features the **Light Reflecting Setting Pressed Powder**, which is the number one selling compact powder in Asia; the **Aqua Glow Cushion (in Namsan shade)** and the travel-size **Radiant Creamy Concealer (in Vanilla shade)**, both of which are top selling products and bestselling shades among travelers in Asia.

As part of the year-long collaboration, consumers can also look forward to Lotte Duty Free-exclusive products launched throughout 2020 from Shiseido Travel Retail's portfolio of brands, including SHISEIDO, Clé de Peau Beauté, IPSA, ELIXIR and Laura Mercier

Elisabeth Jouguelet, Vice President of Marketing & Innovation, Shiseido Travel Retail, commented: "At Shiseido Travel Retail, we recognize that partnerships are a cornerstone of our business as we continuously seek new ways to drive collaborative innovation and engage global consumers. Lotte Duty Free is one of our longest-standing partners, with South Korea playing a key role in our growth in the beauty category, and we are proud to commemorate the company's 40th milestone year with this multi-brand collaboration. We value the trust that our partners have in us, especially in these unprecedented times, and we are committed in our solidarity and support as we continue to deliver on our promise of creating beauty innovations for the traveler."

S K Lee, Vice President, Lotte Duty Free, commented: "We are grateful to mark Lotte Duty Free's 40th anniversary with Shiseido Travel Retail through a year-round celebration featuring exclusive product releases and marketing activities across our key retail stores. Shiseido Travel Retail has been a strong business partner of ours over the years, and together we have delivered specially curated retail offers, innovative store concepts and differentiated shopping experiences for travellers. We are proud to introduce this special collaboration, which sees the NARS takeover of Star Avenue, and look forward to unveiling further elements of our collaboration throughout our milestone year."