

LOTTE SHOPPING CO., LTD

Only 10,000 Won for a one-piece dress?

Lotte's main department store holds the 'Grand sale of one-piece dresses/jackets' valued at 5 billion Won with maximum discount rate of 80% -

- Lotte's main department Store will hold the 'Grand sale of one-piece dress/jacket, 2014', the largest scale sales event for one-piece dresses/jackets in its history, over the period of May 23~29.
- Goods valued at 5 billion Won will be offered for sales with goods available at specially discounted prices of 10,000, 20,000 and 30,000 Won along with additional 15% discount for the customers with Hand-Bill.
- Promotional events include giveaways of 5,000-won gift voucher to customers with purchase value of more than 100,000 Won and Galaxy S5 to selected customers.

Lotte Department Store (Lee, Won Jun, the president) will hold the 'Grand sale of 2014 one-piece dresses/jackets, 2014' with the largest scale in its history over the period of 6 days from May 23 (Friday) to May 29 (Thursday) (with expected scheduled closure on May 26) at the Event Hall on the 9th floor of the Main store. During this event, more than 100 brand names including more than 70 popular young fashion brand names including 'Egoist, Sisley, VOV and Line', etc. for the customers in their 20's ~ 30's as well as formal and designer wear for women, and 'Luciano Cho, Lee Dong Soo and Burda Moon', which are the designer brand names of Elegance, for the customers in their 40's ~ 60's will be offered for sale at the discount range of 40%~80%.

Goods valued at approximately 5 billion Won are prepared for this event, increasing the total quantity of goods by about 30% in comparison to the same event in the previous year, and the product line has also been expanded to including jackets compared to the previous product line, which was limited only to one-piece dresses. The grand sale of one-piece dresses achieved total sales of 2 billion Won during the last year's event. Therefore, following the requests of the cooperating companies, we are planning to capture the hearts of women by offering not only one-piece dress but also jackets that can be coordinated together during this event. Recently, with the on-coming of the early summer weather in earnest, the sales volume of one-piece dress product lines has increased by about 20% in comparison to the previous year.

The quantity of the specially discounted goods at the prices of 20,000, 30,000 and 40,000 Won, which were highly popular during the event last year, was increased by 20% to total of 40,000 items in order to comply with the increasing demand of the customers. Moreover, large quantity of goods at low to medium price range of 50,000, 70,000 and 90,000 Won was also secured to broaden the range of selections. For example, one-piece dresses by “Culture Call and Second Skin” are offered at the price of 20,000 Won, one-piece dresses by ‘Shesmiss’ and jackets by ‘96NY’ are offered at the price of 30,000 while the one-piece dresses by ‘Line’ are priced at 40,000 Won. Low to mid-priced products include one-piece dresses by ‘ZOOC and VOV’ to be offered at the price of 50,000 Won

In particular, specially discounted products and additional discount benefits are offered will be separately installed in the event hall during the first 3 days over the weekend for the “Daily Ultra High-Discount Event” that will feature products to be sold at the special price planned for each of these 3 days. On the 1st day of the event (the 23rd / Friday), limited quantity of goods at the price of 10,000 will be offered while goods priced at 20,000 Won on the 2nd day (the 24th / Saturday) and at 30,000 Won on the 3rd day (the 25th / Sunday) will be offered in sequence. In addition, for the customers holding the Hand Bill that the Main Store has directly produced, additional 15% discount will be offered for products with total of 36 brand names including ‘McGINN, 96NY, Shesmiss and ZOOC’, etc.

Customer appreciation events will also be held. During the sales period, promotion of presenting 5,000 Won gift voucher of Lotte to the first 1,000 customers who make purchases valued at more than 100,000 Won will be held. In addition, during the first 3 days over the weekend, Galaxy S5 will be presented to the customers who make purchases at the specific predetermined order or purchase. On the 1st day of the event, the 100th, 200th and 300th customers who make purchase will be presented with Galaxy S5, and to customers who make the 100th purchase in each of the 2nd and the 3rd day.

Yoo, Jae Soo, the Manager of the Women’s wear Team at the Lotte’s main department Store, stated that, **“for the event this year, unlike last year, we have prepared not only one-piece dresses but also jackets that can be purchased at the price range that would not be burdensome,”** and that, **“we will enable the customers to exercise rational and frugal shopping by substantially increasing the quantity of goods and discount rates, which will be very helpful in sensibly coordinating their fashion not only for the forthcoming summer but also to early autumn.”**