



pr • marketing • communications • company

apr agency

what we do

integrated marketing communication

media pr

star marketing

digital viral marketing

influencer marketing





company profile

contents

about us
work scope
organizational chart
history timeline
brands
clients
location & contact info.

The company was founded in 2003 by a former fashion magazine editor.

APR Agency has the longest history in the fashion lifestyle industry, from the beginning of the history of fashion agencies in Korea to the present day.

It has also emerged as a large agency with specialist skills.

APR Agency is in charge of the overall business needs of the clients in line with the continuous and rapidly changing market conditions, and proposes a variety of solutions in specialized fields individually or in partnership with each PR team.

We offer a multi-faceted marketing promotion, from basic brand media releases, long and short term projects and events, star marketing with various targets of celebrities, influencer marketing including YouTubers, and online viral marketing using digital channels.

our story

We believe in the value of authenticity
We truly care about the people and brands we meet on business

We set up and manage independent teams for each area of expertise in order to achieve the best possible results.

Depending on the client's preference, each specialized team works individually or together.

In order to keep the business running, all teams work with one-off contracts or retainer agreements.

We move quickly to enable different PR solutions in digital and across the fashion industry.

our progress

We believe in the value of authenticity
We truly care about the people and brands we meet on business

APR Agency has been constantly changing, developing and growing in the ever-changing market as the first generation of the fashion PR industry.

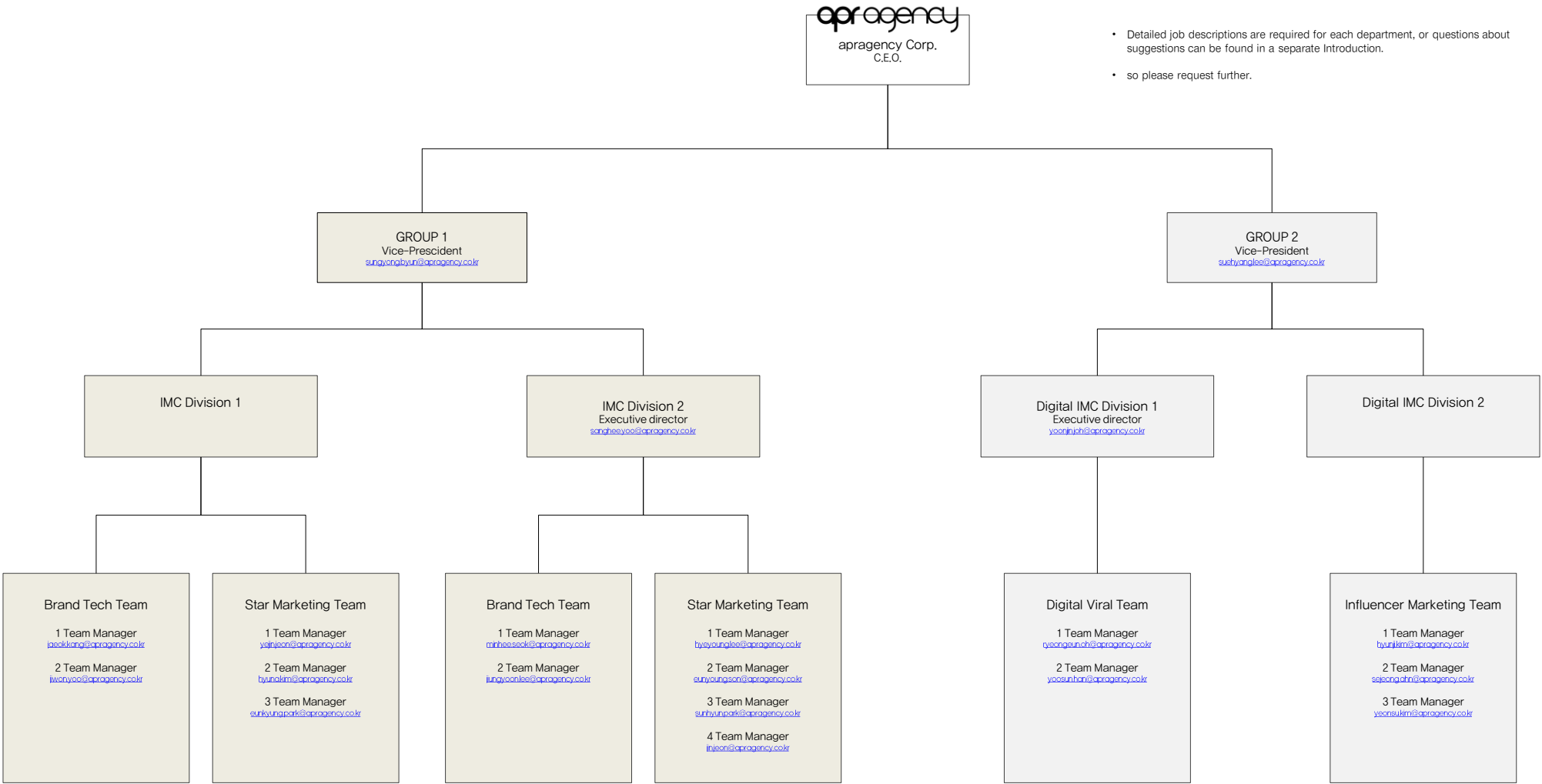
Based on a high understanding of the domestic market and consumers gained through years of work, various experiences and expertise in the field of public relations, we actively and subjectively perform and develop related tasks.

We are proud to be the only agency with unrivalled experience, especially in organizing large-scale events for global brands, with special strengths in planning and implementing various brand events.

We always think one step ahead. We plan and propose in-depth PR solutions and provide professional agency work for brands.

Our Value

We believe in the value of authenticity
We truly care about the people and brands we meet on business



- Detailed job descriptions are required for each department, or questions about suggestions can be found in a separate Introduction.
- so please request further.

marketing pr

Integrated Marketing Communications



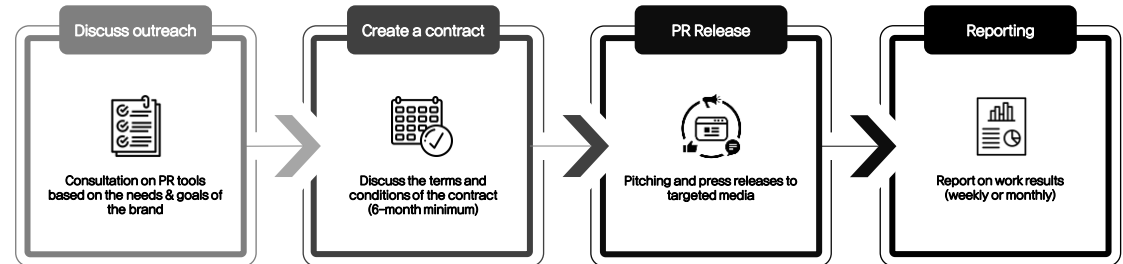
Establish and execute PR strategies for media

From PR strategy to execution, we do everything for a brand PR.

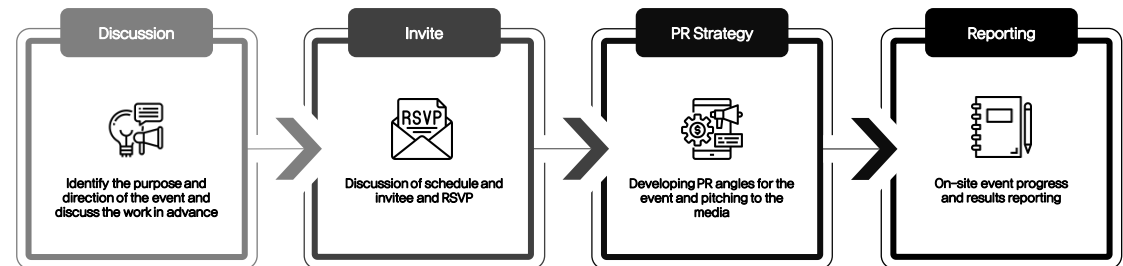
We plan and execute the most basic media outreach, as well as customized PR plans for each brand.

We can organize and promote any event, including one-off projects.

Work processes for retainer agreements



Event/Project work process



star marketing celeb marketing

Strategic Star Marketing



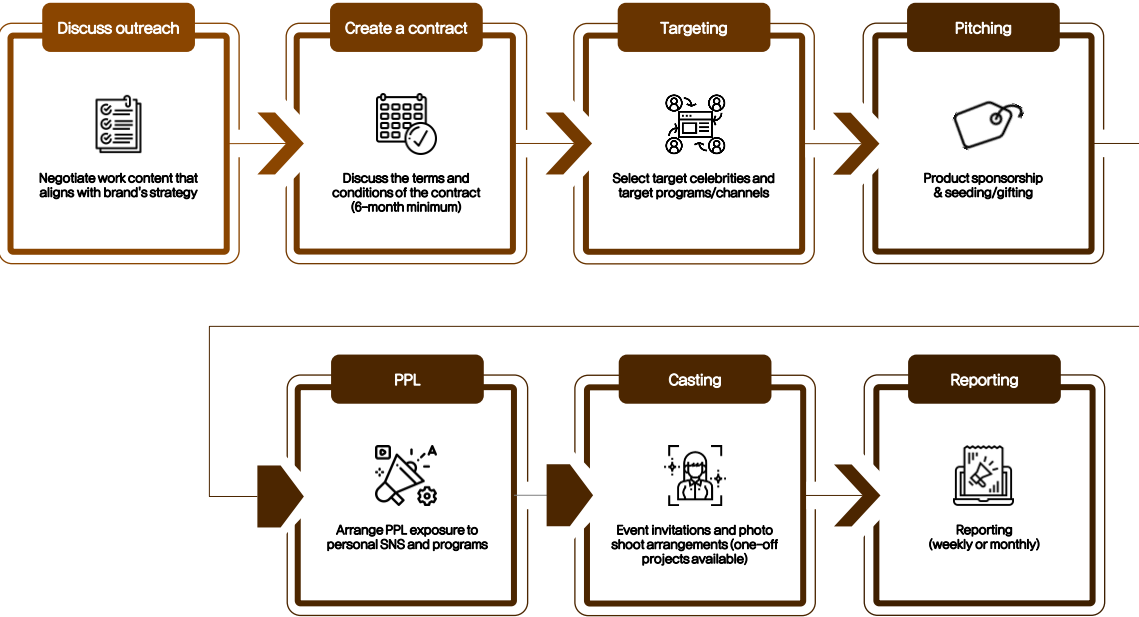
Create and execute an outreach strategy

We find the right outreach channels for your brand and find the best way to get exposure.

We aim for proactive PR that moves in all directions for multi-faceted exposure.

We work on projects ranging from media channels to personal social media channels.

Retainer agreements and project work processes



digital pr viral marketing

Personalized outreach on digital platforms



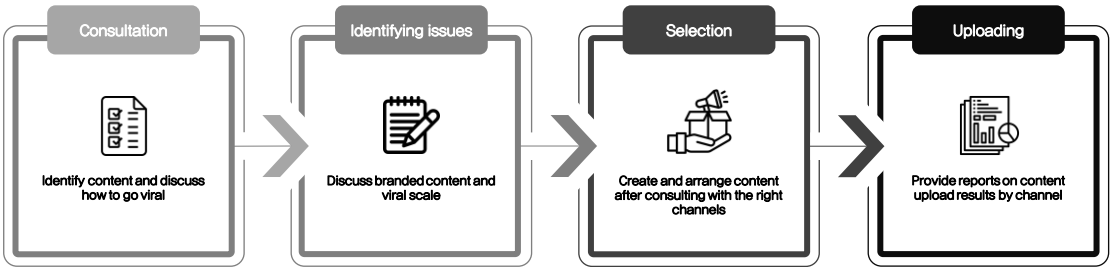
Promote through influential digital channels

Plan various forms of online viral marketing for the fast-paced digital market, while proposing and executing digital influencer outreach marketing methods.

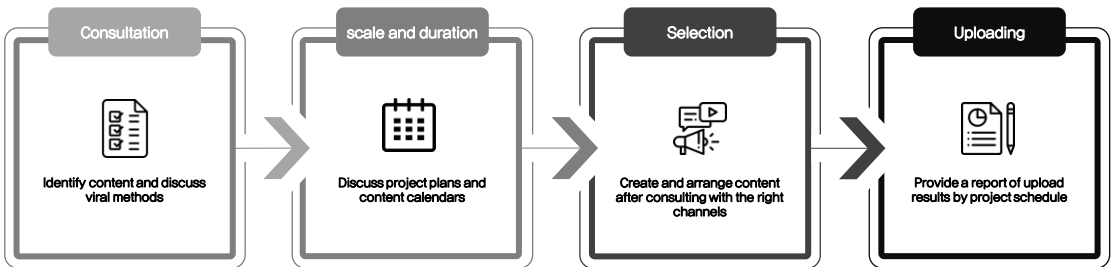
Operate efficient digital channels based on content.

Responds quickly to the rapidly changing digital environment, proposing digital channels and spreading content across various channels from portal sites to social media.

Workflow for retainer agreements



Project (per case) work process



influencer marketing

New solutions to keep up with trends



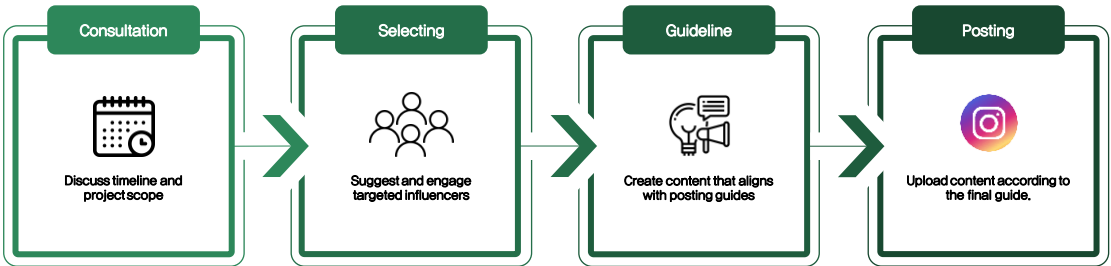
Digital content-focused marketing outreach

Always pioneer new business areas as the market changes.

We are conducting various influencer marketing by channel.

We propose customized influencer matching from the perspective of fashion lifestyle market experts.

Instagram work process



Youtube work process



2003



Launch of a specialist PR agency for fashion & lifestyle brands

- Analyzing brand and market trends, developing publicity plans
- Publicity work to online and offline media
- Brand event for media exposure
- Planning and progressing brand projects for media exposure
- Long-term PR (Maintenance contract)
- Project or short-term publicity – based on exposure per case or engagement
- Short-term publicity of event or various projects

This is an agency focused on marketing PR of brands.

We are forming a diverse and close network in the domestic fashion market.

We occupy a unique and firm position in the fashion market, as a professional agency.

2008



Reorganization of Professional Services to create a team dedicated to Star Marketing

- Planning and implementing brand and product exposure
- Makes a 'celeb, exposure' through various channels such as TV programs and online schedules
- PPL(Product Placement) using entertainer to exposure on TV or SNS channels
- Seeding or Gifting products to entertainer
- Casting entertainer to events or other needs
- Long-term PR (Maintenance contract)
- Short-term publicity such as projects or one-off

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2010



Reorganization of the specialist services

- Creation of a new team for viral marketing as a separate company

- Proposes optimized viral solution based on the brand's digital strategy
- Proceed viral marketing based on popular SNS channels and influencer network
- Make and spread contents through online channels specialized in fashion (in partnership with search engines) – providing search engine optimization results
- Long-term PR (Maintenance contract)
- Project or short-term publicity – based on exposure per case or engagement

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2015



Reorganization for specialized services - Creation of a new influencer marketing team

- Has a database of influencers in various categories, including not only who sign with us, but also many others
- Provides digital management to contracted influencers with expertise – Works effectively with contracted influencers
- Digital Influencer marketing in addition to contract management – Optimal proposals according to brand needs
- Offer PR services by suggesting influencer suitable for the brand
- Possible to promote using video content in partnership with YouTubers.
- Short-term publicity for the event or projects
- Influencer Profile – download link

<https://drive.google.com/drive/u/0/folders/1dEQZzqv2jC6UHssYKqwsHDq5BGVYhoWw>

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A

아크메드라비
아더에러
오트리
악셀 아리가토

acmé de la vie
ADER ERROR
AUTRY
AXEL ARIGATO

B

배리
벨베데레
본더샵 청담
브룩클린 뮤지엄
부젤라티
불가리
버물라

BARRIE
BELVEDERE
BOON THE SHOP
Brooklyn Museum
BUCCELLATI
BVLGARI
Burmula

C

까르뱅 아이웨어
케이스티파이
셀리테일즈
세릭
컨버스

CARVEN eyewear
CASETIFY
CELITAILS
CERRIC
CONVERSE

D

닥터마틴
디스퀘어드2
던스트

Dr. Martens
DSQUARED2
Dunst

E

엔폴드

ENFÖLD

F

페라가모 워치

FERRAGAMO Timepiece

G

가니
골든듀
골든구스

GANNI
Golden dew
GOLDEN GOOSE

H	I	J	K	L	M	N	O
	Ivana Helsinki	J.LINDBERG Golf J.LINDBERG Men JAEGER-LECOULTRE Jean Paul Clarisse JIGOTT JOHNNY HATES JAZZ JOY GRYSON JOY GRYSON Jewelry JOY GRYSON Ready-To-Wear Juun. J	KAHARA KANGOL KARHU by PLATFORM Kijun KUME	LAVENHAM by PLATFORM PLACE le abonné Lenina Loeuvre Loeuvre Bag LOOK OPTICS Lookast LOROPIANA lululemon	MACKAGE MAISON MARAIS MANDARINA DUCK MARGARIN FINGERS Mark Gonzales MCM MICHAEL KORS MMK MIKO MOJO. S. PHINE MONICA VINADER MONTBLANC MOYNAT MUSÉE mzuu	NEPA KIDS NINE ACCORD NOHANT	ON & ON
	이바나 헬싱키	제이린드버그 골프 제이린드버그 남성 예거르쿨트르 장폴클라리세 지고트 자니헤잇재즈 조이그라이슨 조이그라이슨 주얼리 조이그라이슨 레드투웨어 준지	카하라 칸골 까르후 by 플랫폼 기준 쿠메	라벤햄 르아보네 르니나 루에브르 루에브르 백 룩옵틱스 룩캐스트 로로피아나 룰루레몬	맥카지 메종마레 만다리나 덕 마크곤잘레스 마가린핑거스 엠씨엠 마이클코어스 미꼬 모조에스핀 모니카비나더 몽블랑 모이나 뮤제 엠주	네파 키즈 나인어코드 노앙	온앤온

P	R	S	T	U	VW	Y	Z
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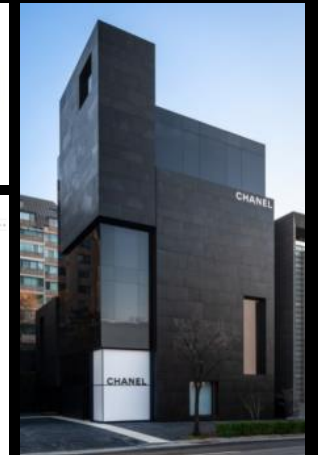


CHANEL Korea

We have been collaborating with Chanel on a project basis since 2011, most notably on the Cruise collection at DDP in 2015, which was a global event, and we continue to work on a variety of projects including exhibitions, flagship store openings, fashion shows, presentations and press tours.

Representative highlights

- 2011 Chanel 2011 Collection and Pop-up Store
- 2012 Chanel The Little Black Jacket Exhibition
- 2014 Culture Chanel Exhibition
- 2015 Cruise Collection @DDP
- 2017 Mademoiselle Prive Exhibition.
- 2017 New Watch 'Code Coco' Launching Event
- 2018 Paris Hamburg Workshop Collection Pop-up Open Event
- 2018 Chanel Fine Jewelry 'Coco Crush' Coco Rap Event
- 2019 Chanel Seoul Flagship Open Event
- 2019 Workshop Collection Fashion Show
- 2019 Chanel's new watch 'THE NEW J12' Launching Event
- 2021 Chanel Ephemeral Jeju Pop-up Boutique Opening Event 1
- 2022 Chanel Frieze Event
- 2022 Chanel Ephemeral Jeju Pop-up Boutique Opening Event 2
- 2023 Chanel 23SS Seasonal Presentation Event
- 2023 22/23 Metiers D'Art Collection Preview Event
- 2023 CHANEL x FRIEZE COCKTAIL RECEPTION



We are an agency that handles online and offline PR for global brands such as Chanel, Dior, Louis Vuitton, Gucci, and Burberry using media and influencers. It handles press trips, invitations, pre and post PR for media channels as well as domestic designer brands. We are positioning ourselves as a top PR agency in the field of high-end and luxury brands.

Dior

Dior Korea



We have been working with Dior since 2015 on all their events. We have worked together on flagship store openings, exhibitions, global fashion shows, high jewelry events, and more. In particular, we were responsible for the promotion and invitation of the FW 2022 collection event at Ewha Womans University.

Representative highlights

- 2015 House of Dior Open Event.
- 2015 Dior Mental Exhibition
- 2016 Dior Lady Dior As seen by Exhibition Cocktail Party
- 2016 Dior COLOURS Exhibition
- 2017 Dior Pine Jewelry Press Presentation
- 2018 Dior Grand Balance Press Event
- 2018 Diormanshinsegae Gangnam Store Launching Event
- 2019 Dior Lady Art Cocktail Party
- 2020 Dior X Rmowa Launching Event
- 2019. 20. 21 Dior High Jewelry, Fine Jewelry Press PT
- 2016 -Digital PR Retainer
- 2022 F/W Collection Show at Ewha Womans University
- 2022 Dior Sung-su Concept Store Opening Event
- 2022 Dior Print HJ Event
- 2023 Tears Capsule Collection Pop-up Store
- 2023 LADY DIOR CELEBRATION



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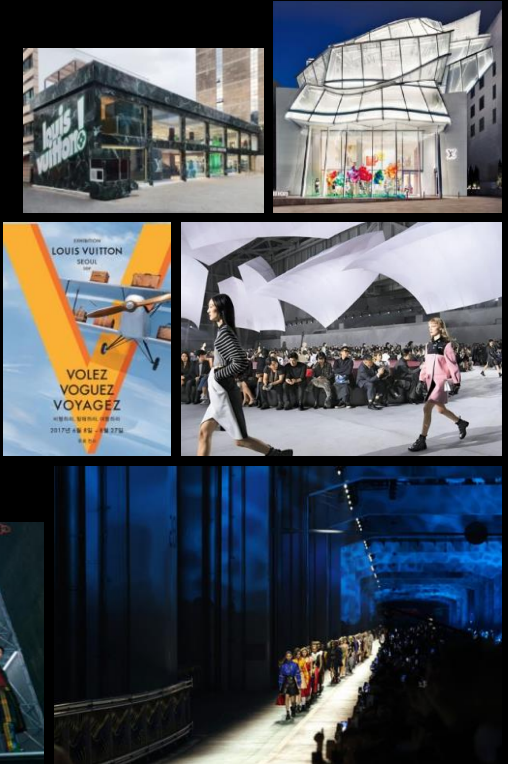
LOUIS VUITTON Korea



We have been working together on several projects since 2010. Especially since 2019, we have been working on various projects such as flagship store openings, cruise shows, presentations, and pop-up store openings. We were also responsible for the PR and invitations for the Pre-Fall collection, which took place on April 29 in Seoul.

Representative highlights

- 2010 2011S/S Presentation
- 2013 Hyundai Department Store Global Store Opening Event
- 2016 2016A/W Press Presentation
- 2017 <Volez Vaguez Voyagez - Louis Vuitton> Exhibition
- 2019 Maison Seoul Opening Event
- 2020 Cruise Spin-off Show
- 2021 Men' Spin-off Show
- 2021 Temporary Residency Opening Event
- 2022 Pop-up Restaurant
- 2022 Espaces Louis Vuitton Seoul - Alex Katz <Reflection>
- 2023 Louis Vuitton X Kusama Yayoi Collection Event
- 2023 PRE FALL 2023 Collection @Seoul
- 2023 POP-UP RESTORANT (IKOI AT LOUIS VUITTON)
- 2023 PRE-FALL POP UP
- 2023 Fashion Eye Seoul Exhibition
- 2023 CINDY SHERMAN ON STAGE - PART I
- 2023 Korea Exclusive Capsule Collection



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GUCCI Korea

Gucci's relationship with the APR agency goes back a long way. From 2004 to 2012, they held an annual fashion show and party, and since 2020, they have held exhibitions and high jewelry events together.

Representative highlights

- 2004-2011 Gucci F/W Collection & Party
- 2005 Gucci GUCCISSIMA Press Presentation
- 2012 Gucci 91th Anniversary Archive Exhibition & FSS Re-Newal OpenParty_Cheongdam Store
- 2020 Gucci No Space, Just a Place Eterotopia Exhibition
- 2020 Gucci Epilogue Collection Presentation
- 2021 Gucci Diana Launching Presentation
- 2021 Gucci Aria Collection Presentation
- 2021 Gucci Love Parade Fashion Show Screening
- 2022 Gucci Love Parade Fashion Show Preview
- 2022 Gucci Exquisite Gucci Collection
- 2022 Gucci Garden Archetypes Exhibition
- 2022 Exquisite Gucci Collection Presentation
- 2022 HJ Collection Event
- 2023 SS Collection Presentation
- 2023 2024 Cruise Collection Fashion Show
- 2023 FW2023 Woman's Collection Presentation



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BURBERRY

BURBERRY Korea



We've worked with Burberry on several exhibitions, flagship store openings, and events such as the Creative Director's trip to Korea and trips to Jeju Island and Busan.

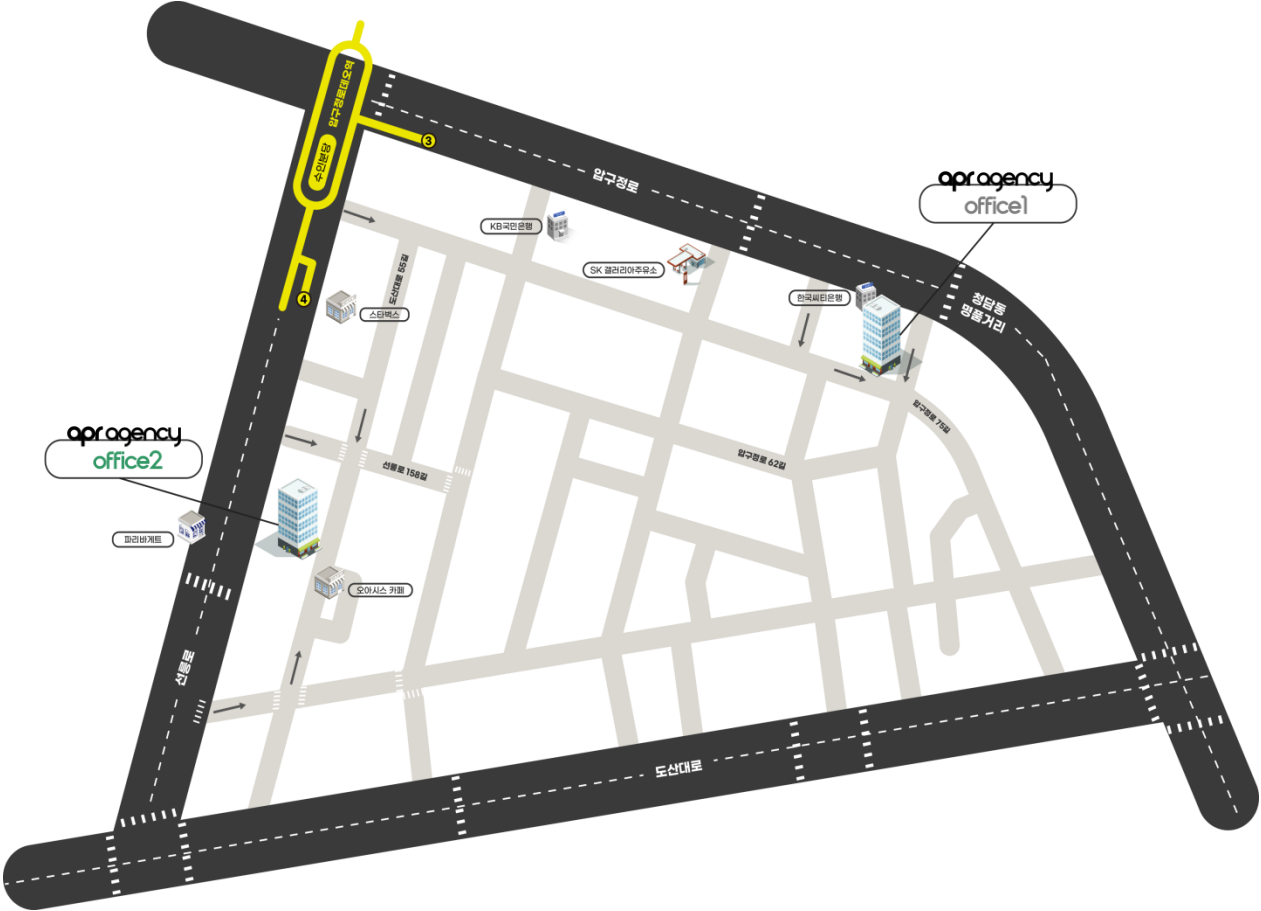
Representative highlights

- 2013 Hyundai Department Store COEX Store Opening Party
- 2013 Art of the Trench Exhibition and Party
- 2015 Cheongdam Flagship Store Opening Event
- 2016 Art of the Trench Exhibition and Party
- 2016 Thomas Burberry's 160th Anniversary Event
- 2017 17S/S London Collection Couture Cape Exhibition
- 2019 Thomas Burberry Monogram Party
- 2021 "Imagined Landscape Jeju" Exhibition
- 2022 TB Summer Monogram Busan Event
- 2023 Seongsu Rose pop-up



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For more information, please visit our website.

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- Influencer Marketing Teams - office
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- Star Marketing Teams - office & showroom



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