



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.

# Story

The company was founded in 2003.

The founder is 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 are responsible for the entirety of their clients' business needs in the face of constant and rapidly changing market conditions and propose a variety of solutions in their areas of expertise, either individually or in collaboration with their respective PR teams.

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.

We believe in the  
value of  
authenticity

We truly care  
about the people  
and brands we  
meet on business

# Progress

To get the best results, we build and manage independent teams for each specialty.

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 provide a range of PR solutions across the digital and fashion industries.

We believe in the value of authenticity

We truly care about the people and brands we meet on business

# Value

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

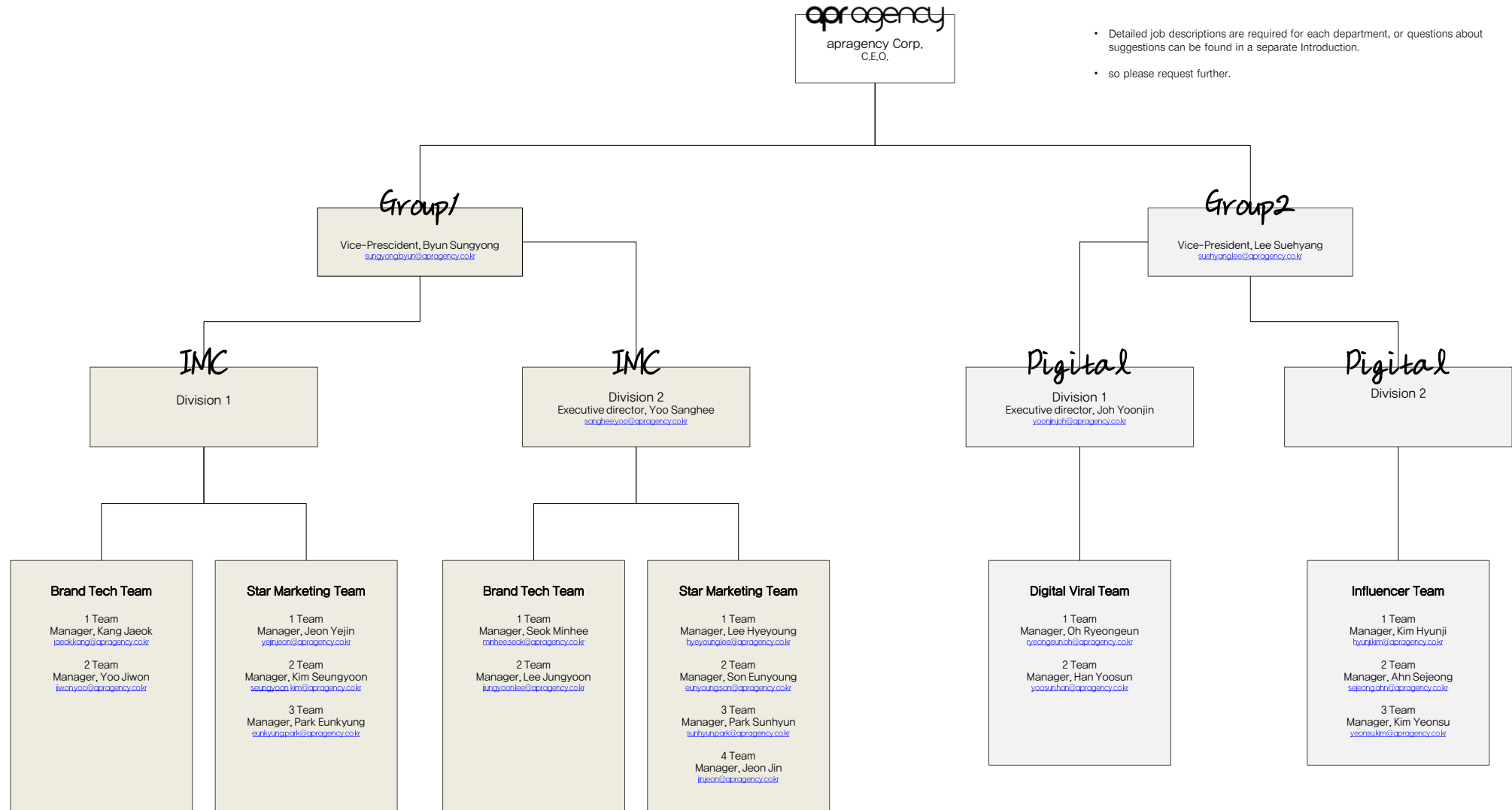
Based on a high understanding of the domestic market and consumers gained through years of work, various experiences and expertise in the field of public relations, we actively and subjectively perform and develop related tasks.

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.

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.

## Integrated Marketing Communications

# IMC



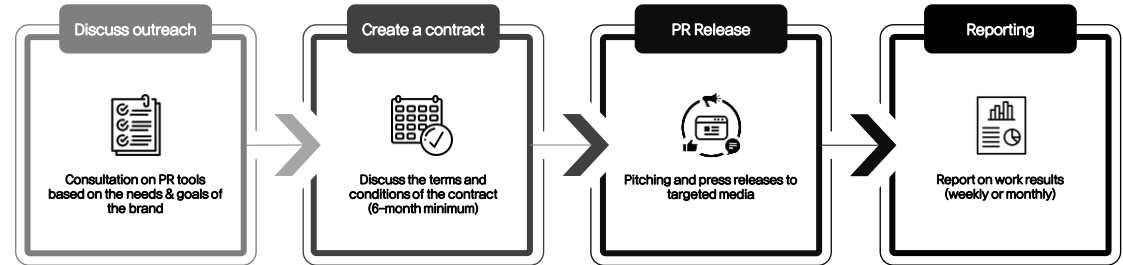
### Establish and execute PR strategies for media

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

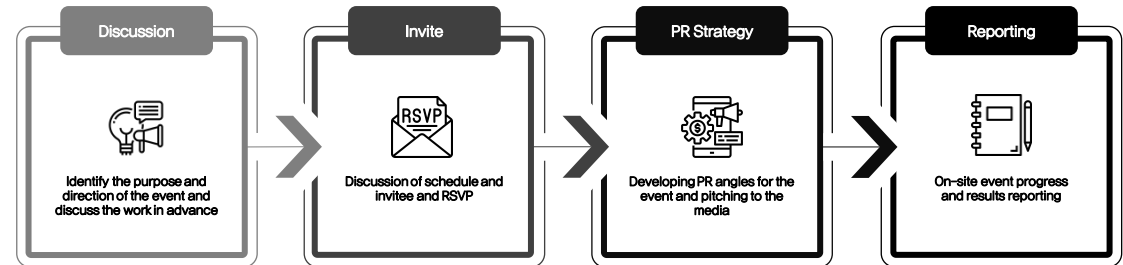
We plan and execute the most basic media outreach, as well as customized PR plans for each brand.

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

### Work processes for retainer agreements



### Event/Project work process





## Strategic Star Marketing

# Celeb. MKT



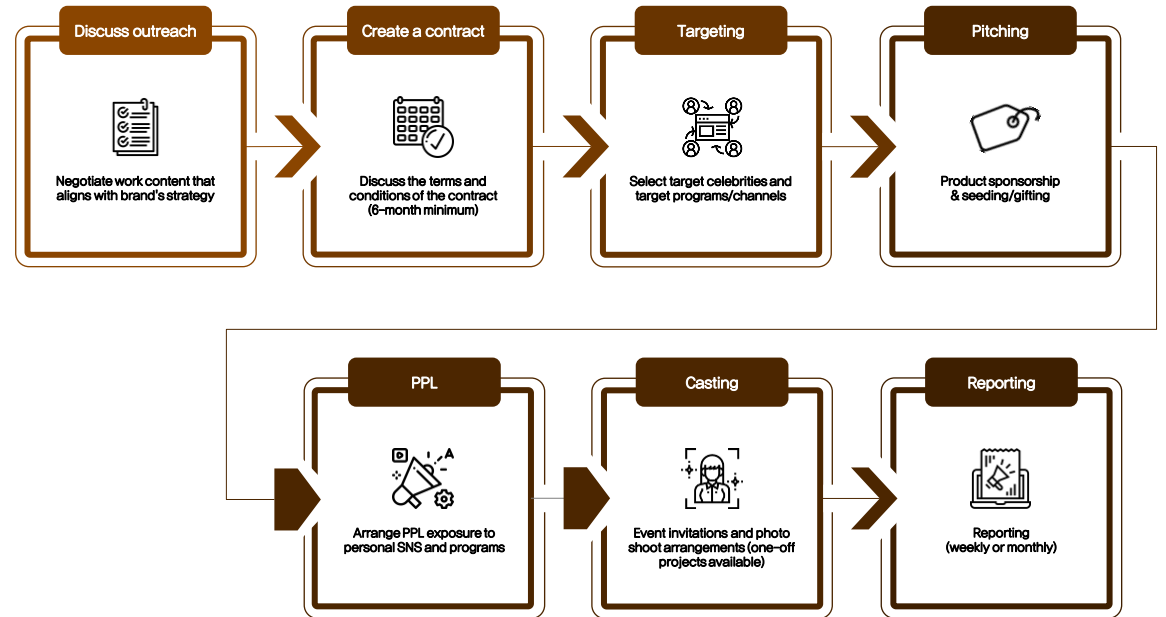
### Create and execute an outreach strategy

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



### Personalized outreach on digital platforms

# DIGITAL VIRAL



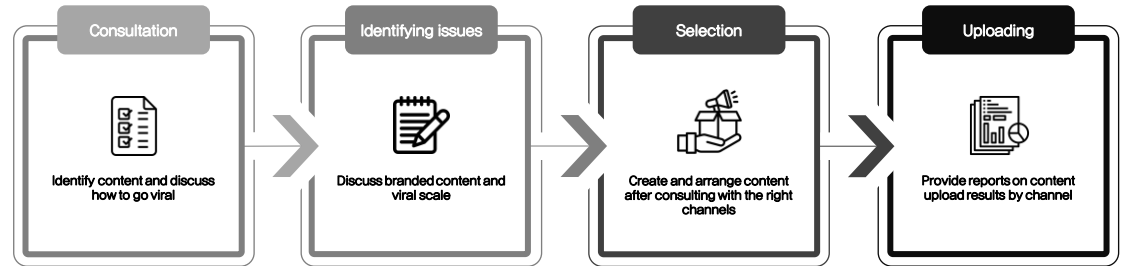
### Promote through influential digital channels

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

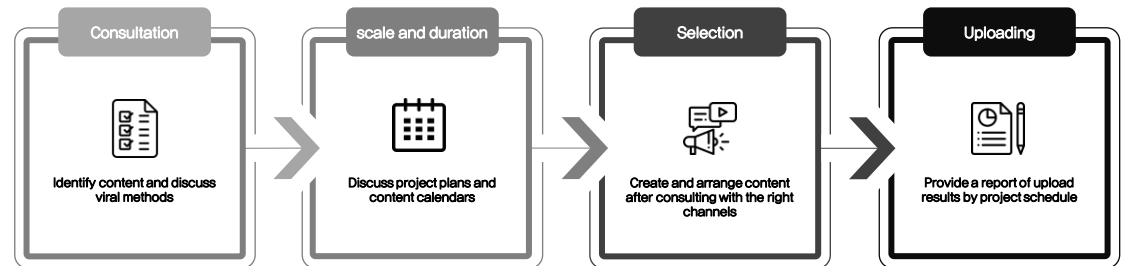
Operate efficient digital channels based on content.

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



New solutions to keep up with trends

# INFLUENCER



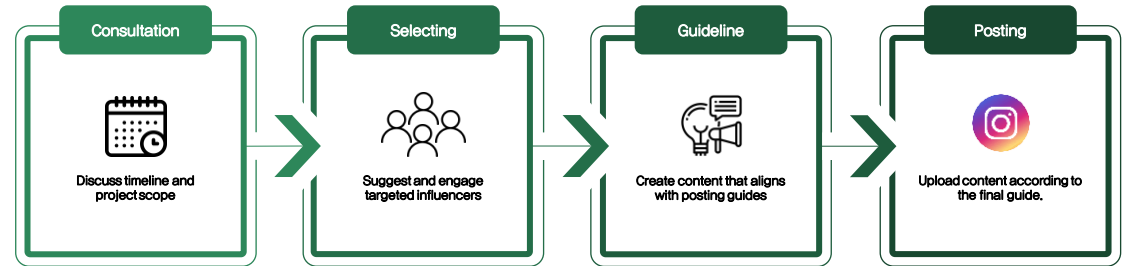
## Digital content-focused marketing outreach

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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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.

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

# 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/1dEQZzqv2jC6UHssYKowsHDq5BGVYhoWw>

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

1017 ALYX 9SM  
2-FaceOptical

#

알릭스  
투페이스옵티칼

acmé de la vie  
alice+olivia

A

아크메드라비  
앨리스앤올리비아

BARRIE  
BUCCELLATI  
BVLGARI

B

배리  
부첼라티  
볼가리

CARVEN eyewear  
CASEIFY #seeding  
CELITAILS  
CERRIC  
CONVERSE

C

까르뱅 아이웨어  
케이스티파이  
셀리테일즈  
세릭  
컨버스

DELA LANA  
Dr. Martens  
DSQUARED2  
Dunst

D

델라라나  
닥터마틴  
디스퀘어드2  
던스트

ENFÖLD

E

엔폴드

FRED PERRY

F

프레드페리

Golden dew  
GOLDEN GOOSE

G

골든듀  
골든구스



H

HOMME PLISSE ISSEY MIYAKE  
HUBLOT

옴므플리세 이세이미야케  
위블로

I

Ivana Helsinki

이바나 헬싱키

J

J.LINDBERG Golf  
J.LINDBERG Men  
JAEGER-LECOULTRE  
JIGOTT  
JOHNNY HATES JAZZ  
JOY GRYSON  
JOY GRYSON Jewelry  
JOY GRYSON Ready-To-Wear  
Juun. J

제이린드버그 골프  
제이린드버그 남성  
예거르쿨트르  
지고트  
자니헤잇재즈  
조이그라이스  
조이그라이스 주얼리  
조이그라이스 레드투웨어  
준지

K

KAHARA  
KARHU  
KEEN  
Kijun  
KILO  
KUME

카하라  
카르후  
킨  
기존  
카일로  
쿠메

L

LANGNLU  
LANVIN BLANC  
LAVENHAM  
le abonné  
LePersonalOrder  
Loeuvre  
Loeuvre Bag  
Look Optics  
LOUIS VUITTON WATCH&JEWELRY  
LOWTIDE  
LORO PIANA  
lululemon

랑앤루  
랑방 블랑  
라벤햄  
르아보네  
르피스널오더  
루에브르  
루에브르 백  
룩옵틱스  
루이비통 워치&주얼리  
로우타이드  
로로피아나  
룰루레몬

M

MAISON MARAIS  
MANDARINA DUCK  
MARGARIN FINGERS  
Mark Gonzales  
MICHAEL KORS | MMK  
MIKO  
MOJO. S. PHINE  
MONICA VINADER  
MONTBLANC  
MOYNAT  
MUSÉE  
mzoo

메종마레  
만다리나 덕  
마가린핑거스  
마크곤잘레스  
마이클코스  
미꼬  
모조에스핀  
모니카비나더  
몽블랑  
모이나  
뮤제  
엠주

N

NEPA KIDS #seeding  
NINE ACCORD  
NOHANT

네파 키즈  
나인어코드  
노앙

O

OIOI COLLECTION

오아이오아이컬렉션

P

PHILIPP PLEIN  
PHILIPP PLEIN GOLF  
PLATFORM  
PLATFORM PLACE  
PROJEKT PRODUKT  
PUBLICKA X  
PUBLICBEACON

필립 플라인  
필립 플라인 골프  
플랫폼  
플랫폼 플래이스  
프로젝트프로덕트  
퍼블리카엑스  
퍼블릭비컨

R

Rachel Cox  
rag&bone  
RECTO.  
RECTO. MENS  
REPOSSI  
ROMANCHIC

레이첼 콕스  
랙앤본  
렉토  
렉토 남성  
레포시  
로맨시크

S

S.T. Dupont  
sacai  
SAINT JAMES  
SALTY PEBBLE  
SALVATORE SANTORO  
self-portrait  
sergio rossi  
Snappy Cuddle  
SOLID HOMME  
SON JUNG WAN  
STELLA McCARTNEY  
SUECOMMA BONNIE  
SWAROVSKI

에스.티.듀퐁  
사카이  
세인트 제임스  
솔티페블  
살바토레산토로  
셀프포트레이트  
세르지오 로시  
스내피커들  
슬리드 옴므  
손정완  
스텔라 매카트니  
수콤마보니  
스와로브스키

T

TEVA  
THE ROW  
TOINQ

테바  
더로우  
토잉크

U

UGG  
UNGIMICK

어그  
언지마크

V  
W

VACHERON CONSTANTIN  
VEJA  
VERSACE  
WMM STUDIOS  
WOOYOUNGMI  
WOOYOUNGMI WOMAN

바쉐론 콘스탄틴  
베자  
베르사체  
더블우영엠 스튜디오  
우영미  
우영미 여성

Y

YCH  
YMC

와이씨에이치  
와이엠씨

Z

ZADIG & VOLTAIRE

자디깅볼테르



We have been collaborating with Chanel on a project basis since 2011, most notably on the Cruise collection at PPP 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.

CHANEL Korea

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.

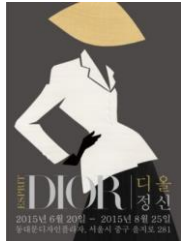
Dior Korea

# Dior

*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 Womens 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 Dior man Shinsegae Gangnam Store Launching Event
- 2019 Dior Lady Art Cocktail Party
- 2020 Dior X Rimowa Launching Event
- 2019, 20, 21 Dior High Jewelry, Fine Jewelry Press PT
- 2016 ~Digital PR Retainer
- 2022 **F/W Collection Show at Ewha Womens 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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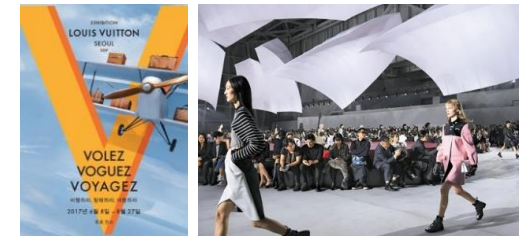
LOUIS VUITTON Korea



*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, Voguez, 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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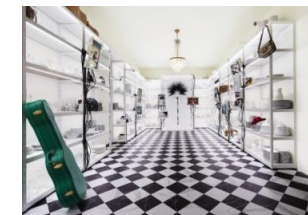
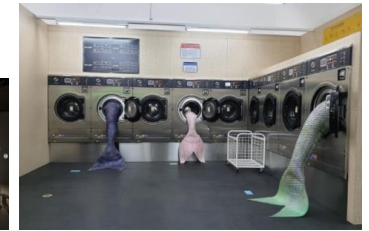


*Gucci's relationship with the APR agency goes back a long way. From 2004 to 2012, they held an annual fashion show and party, and since 2020, they have held exhibitions and high jewelry events together.*

GUCCI Korea

Representative highlights

- 2004-2011 Gucci F/W Collection & Party
- 2005 Gucci GUCCISSIMA Press Presentation
- 2012 Gucci 91th Anniversary Archive Exhibition & FSS Re-Newal Open Party\_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

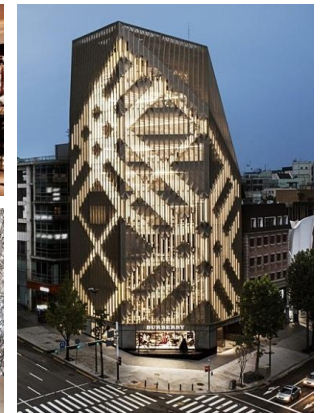


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GUCCI Korea

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



# BURBERRY

*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.*

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# 01



**LOUIS VUITTON** Kusama Yayoi Collection Launching Event  
루이비통 야요이 쿠사마 컬렉션 런칭 이벤트 @루이비통 매점 서울

**CONVERSE** x ADERERROR EVENT  
컨버스 x 아더에러 콜라보레이션 @성수 베이직 하우스

**CHANEL** PERFUMEUR MASTERCLASS  
샤넬 조향 마스터클래스 @북촌 휘경재

January

# 02



**CHANEL** 2023 SS OPEN DOOR  
샤넬 2023 SS 오픈도어 @서울 플래그십

**GUCCI** SS23 Collection Presentation  
구찌 2023 SS 컬렉션 프레젠테이션 @구찌 쇼룸

**BVLGARI** High Jewelry Event  
불가리 하이주얼리 이벤트 @신라호텔 영빈관

**FENDI** palazzo fendi seoul flagship opening event - after party  
펜디 팔라초 펜디 서울 플래그십 오픈도어 이벤트 애프터 파티 @청담 플래그십

# 03



**ADERERROR** NEW LINE 'Significant' LAUNCHING EVENT  
아더에러 뉴 라인 런칭 이벤트 @가로수길 플래그십

**Lancome** Clarifique pro-solution Event  
랑콤 클라리피크 프로 솔루션 이벤트 @롯데타워몰

**RECTO** SS23 Collection Presentation  
렉토 2023 SS 컬렉션 프레젠테이션 @플래그십

**CHANEL** CRUSH ON CRUSH  
샤넬 크러쉬 온 크러쉬 더현대 팝업 @더현대 서울

**CHANEL** Opera de Paris Event  
샤넬 오페라 드 파리 이벤트 @LG아트센터

**KUME** 2023 SS Collection  
쿠메 2023 SS 컬렉션

**ISABEL MARANT** Oskan Moon Bag Launching Pop-up Event  
이자벨 마랑 오스칸 문 백 런칭 팝업 이벤트 @청담 플래그십

**CONVERSE** CHUK TAYLOR Pop-up Event  
컨버스 척테일러 팝업 스토어 @명동

**ADERERROR** 23SS Collection Presentation  
아더에러 23SS 컬렉션 프레젠테이션 @아더 홍대 스페이스

**Mckayson** 23FW Presentation  
맥케이슨 23FW 프레젠테이션 @도산 플래그십 스토어

**MAISON MARAIS** 23SS Presentation  
메종마레 23SS 프레젠테이션 @한남 매장

**DOLCE&GABBANA** 2023 SS COLLECTION LAUNCHING EVENT  
돌체앤가바나 2023 SS 컬렉션 런칭 이벤트 @청담 플래그십

**Dr. Martens** SAMCHEONG Flagship Opening & BT21 Launching Party  
닥터마틴 삼창점 오픈 & BT21 클라보 런칭 파티 @삼창 매장



# 04



**Lucky Marche** 23SS ALL DAY ACTIVEWEAR WITH MUSINSA  
럭키마르세 23SS 무신사 팝업 @성수 무신사 테라스

**LOUIS VUITTON** Volt Collection Pop-up  
루이비통 볼트 컬렉션 팝업 @신세계 강남

**TEVA** POP UP  
테바 샌들 팝업 @29맨션

**CASETIFY** RE/CASETIFY: A CASE FOR THE FUTURE  
케이스티파이 리케이스티파이어 케이스 포 더 퓨처 @카페 포제

**LOUIS VUITTON** PRE FALL 2023 COLLECTION  
루이비통 2023 프리폴 쇼 @잠수교

# 05



**MUSEE** HANNAM 2023 SS Presentation  
뮤제 한남 2023 SS 프레젠테이션 @한남 매장

**LOUIS VUITTON** POP-UP RESTORANT (KOI AT LOUIS VUITTON)  
루이비통 팝업 레스토랑 (이코이 앳 루이비통) @루이비통 매종 서울

**Courreges** Summer Pop-up Event  
쿠레쥬 썸머 팝업 이벤트 @분더샵 청담

**SUECOMMA BONNIE** 20th ANNIVERSARY POP-UP STORE  
슈콤마보니 20주년 팝업스토어 @롯데타워몰

**Acne Studios** 2023FW PRESS DAY  
아크네 스튜디오 2023 FW 프레스 데이 @청담 플래그십

**SUECOMMA BONNIE** Barbie POP-UP STORE OPENING  
슈콤마보니 바비 플라보레이션 팝업스토어 @롯데월드 타워

**GUCCI** 2024 Cruise Fashion Show  
구찌 2024 크루즈 패션쇼 @경복궁

**AMINA MUADDI** Launching Presentation  
아미나 무아디 런칭 프레젠테이션 @분더샵 청담

**LOUIS VUITTON** 23 PRE-FALL POP UP  
루이비통 2023 프리폴 팝업 @루이비통 서울 도산

**TASAKI** High Jewelry Presentation  
타사키 하이주얼리 프레젠테이션 @앤헤이븐

**Montblanc** Pop up Event  
몽블랑 롯데 본점 팝업 이벤트 @롯데 본점

**MAISON MARAIS** 23SS Presentation  
메종마레 23SS 프레젠테이션 @한남 매장

**DOLCE&GABBANA** DG Logo Bag Party  
돌체앤가바나 DG로고백 파티 @청담 플래그십

# 06



**ADERERROR** JAMSIL PLUG SHOP OPEN EVENT  
아더에러 잠실 플러그샵 오픈 이벤트 @롯데월드 타워

**LOUIS VUITTON** Fashion Eye Seoul Exhibition  
루이비통 패션 아이 (서울) 전시 @피크닉

**JAEGER-LECOULTRE** THE GOLDEN RATIO ART SHOW  
예거 르쿨트르 황금비율 아트 쇼 @롯데월드몰 야외 잔디광장

**CHANEL** 22/23 Metiers D'Art Collection Preview Event  
샤넬 공방 컬렉션 프리뷰 이벤트 @서울웨이브 아트센터

**VERSACE** La Vacanza Collection Presentation  
베르사체 라 바칸자 컬렉션 프레젠테이션 @메가박스 성수

**BVLGARI** Serpenti 75 Years of Infinite Tales  
불가리 세르펜티 75주년 전시 오프닝 행사 @국제갤러리

**IWC** Engineering Beyond Time Exhibition  
IWC엔지니어링 비욘드 타임 전시 @롯데타워몰

**CHANEL** CODES COULEUR POP UP  
샤넬 코드 컬러 팝업 @레이어41 스튜디오

**LOUIS VUITTON** CINDY SHERMAN ON STAGE - PART I  
루이비통 에스파스 루이비통 신디 셔먼 전시 @루이비통 매종 서울

# 07



**IWC** Engineering Beyond Time watch making class  
IWC 워치메이커 메이킹 클래스 @롯데 시그니얼

**Golden Goose** 23FW Presentation & Co-creation with NOVO  
골든구스 23FW 프레젠테이션 & 코-크리에이션 with 노보 @청담 플래그십

**VERSACE** 23SS LA VACANZA POP-UP EVENT  
베르사체 라바칸자 팝업 이벤트 @신세계 강남점

**DIOR** Tears Capsule Collection Pop-up Store  
디올 티어즈 캡슐 컬렉션 팝업 스토어 오픈 @베이직스튜디오

**CHANEL** Tweed de Chanel Event  
샤넬 트weed 드 샤넬 이벤트 @파이팩토리

**CONVERSE** x ADERERROR CBY WORKSHOP  
컨버스 x 아더에러 CBY 워크샵 @홍대 플래그십

# 08



**GUCCI** FW2023 Woman's Collection Presentation  
구찌 FW2023 여성 컬렉션 프레젠테이션 @청담 플래그십

**VERSACE** 2023FW PRESS DAY  
베르사체 2023FW 프레스 데이 @SJ콘서트홀레

**CHANEL** x YEOL Event  
샤넬 x 예올 이벤트 @예올

**CERRIC** 23FW Pop-up Event  
세릭 23FW 더현대 팝업 @더현대 서울

**BARRIE** 23FW PRESS DAY  
배리 23FW 프레스 데이 @현대 본점

**STUDIO TABLE** 23FW Pop-up Event  
스튜디오 테이블 23FW 더현대 팝업 @더현대 서울

**Montblanc** The Library Sprit Pop-up Event  
몽블랑 '라이브러리 스피릿' 팝업스토어 오픈 행사 @타임애프터타임

**Sprueth Margers** (Mondi Possibili)  
스프루스 마거스 (Mondi Possibili(가능한 세계들)) @마이 플래저 갤러리

# 09



**DIOR** LADY DIOR CELEBRATION  
디올 레이디 디올 셀러브레이션 @디올 성수

**WMM Studios** 2 023 FW Pop-up Event  
WMM 스튜디오 2023 FW 팝업 이벤트 @성수 팝업 공간

**MCM** x YINCA ILORI  
MCM x 잉카일로리 @MCM HAUS

**CHANEL** x FRIEZE COCKTAIL RECEPTION  
샤넬 x 프리즈 칵테일 리셉션 @서울 플래그십

**Sacai** FW 23 Sacai x Carhartt WIP Launching Event  
사카이 2023 FW 사카이 x 칼하트 윌 런칭 이벤트 & 애프터파티 @청담 플래그십

**KUME** 2023 FW Collection Showcase  
쿠메 2023 FW 컬렉션 쇼케이스 @한남 매장

**MAISON MARAIS** 23FW Presentation  
메종마레 23FW 프레젠테이션 @한남 매장

**Golden Goose** MARATHON POP-UP EVENT  
골든구스 마라톤 팝업 @센트럴

# 10



**SHINSEGAE** Ben Lenovitz Pop-up Event  
신세계 베레노비츠 팝업 이벤트 @신세계 강남

**BURBERRY** Seongsu Rose pop-up  
버버리 성수 로즈 팝업 @성수동

**lululemon** FIND YOUR WELLBEING EVENT  
룰루레몬 '파인드 유어 웰빙' 팝업 이벤트 @코사이어티

**LOUIS VUITTON** Korea Exclusive Capsule Collection Launching Event  
루이비통 한국 익스클루시브 캡슐 컬렉션 런칭 이벤트 팝업 @루이비통 매종 서울

**FREKER** pop-up event  
프리커 팝업 이벤트 @아이아이알

**BOON THE SHOP** CORPERNI x USM POP UP  
코페르니 x USM 팝업 이벤트 @분더샵삼당

# 11



**GUCCI** High-End Event  
구찌 하이-엔드 이벤트 @청담 플래그십

**Juun.J** Porsche - Artistry meets Soul  
준지 포르쉐-아티스트리 미츠 소울 @도산 플래그십 스토어

**Juun.J** 23FW SIGNATURE BAG PRE-LAUNCH EVENT  
준지 시그니처백 프리 론칭 이벤트 @도산 플래그십 스토어

**MCM** 24SS PRESS DAY  
MCM 24SS 프레스 데이 @MCM HAUS

**SAMSUNG** 19th SFDF  
삼성물산 제 19회 삼성패션디자인페스티벌 @청담 비아커

# 12



**CHANEL** Culture Fund x LEEUM Opening Reception Event  
샤넬 컬처 펀드 x 리움미술관 아이디어 뮤지엄 오프닝 리셉션 @리움

**LOEUVRE** 'Salon des LOEUVRE' Presentation  
루에브르 '살롱 드 루에브르' 컨셉스토어 이벤트 @청담 플래그십 스토어

**DOLCE&GABBANA** Gioiellria Event  
돌체앤가바나 하이주얼리 이벤트 @청담 플래그십

**FAST PAPER** MAGAZINE LAUNCH PARTY  
패스트페이퍼 매거진 런칭 파티 @한남동

# 01



- Dior** Dior Lady Art #8 Press Even  
디올 레이디 아트 #8 전시 프레스 이벤트 @하우스오브디올
- lululemon** Myeong-dong Timewalk Store Opening Press Tour  
룰루레몬 명동 타임워크 스토어 오픈팅 프레스 투어 @명동 타임워크
- Louis Vuitton** 2024 S/S Men's Collection Launching Event  
루이비통 2024 봄/여름 남성복 컬렉션 런칭 이벤트 @루이비통 서울 도산
- GUCCI** 2024 S/S Men's Collection Launching Event  
구찌 24SS 컬렉션 프레젠테이션 & 애프터파티 @구찌 가옥
- REPOSSI** Radiance Showcase - 2024 Press & VIP Day  
레포시 레이디언스 쇼케이스 - 2024 프레스&VIP데이 @갤러리아 EAST

# 02



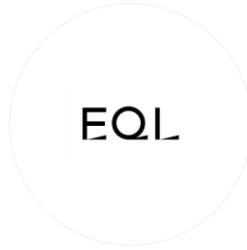
- CERRIC** Itaewon Collection POP-UP  
세리 팝업스토어 @이태원
- VERSACE** 24SS Press Day  
베르사체 프레젠테이션 @모스 스튜디오
- CONVERSE** x FenG CHen WANG POP-UP Media Event  
컨버스 x 핑첸왕 프레젠테이션 @성수엠프티
- FENDI** palazzo fendi seoul flagship opening event - after party  
펜디 팔라초 펜디 서울 플래그십 오픈팅 이벤트 애프터 파티 @청담 플래그십

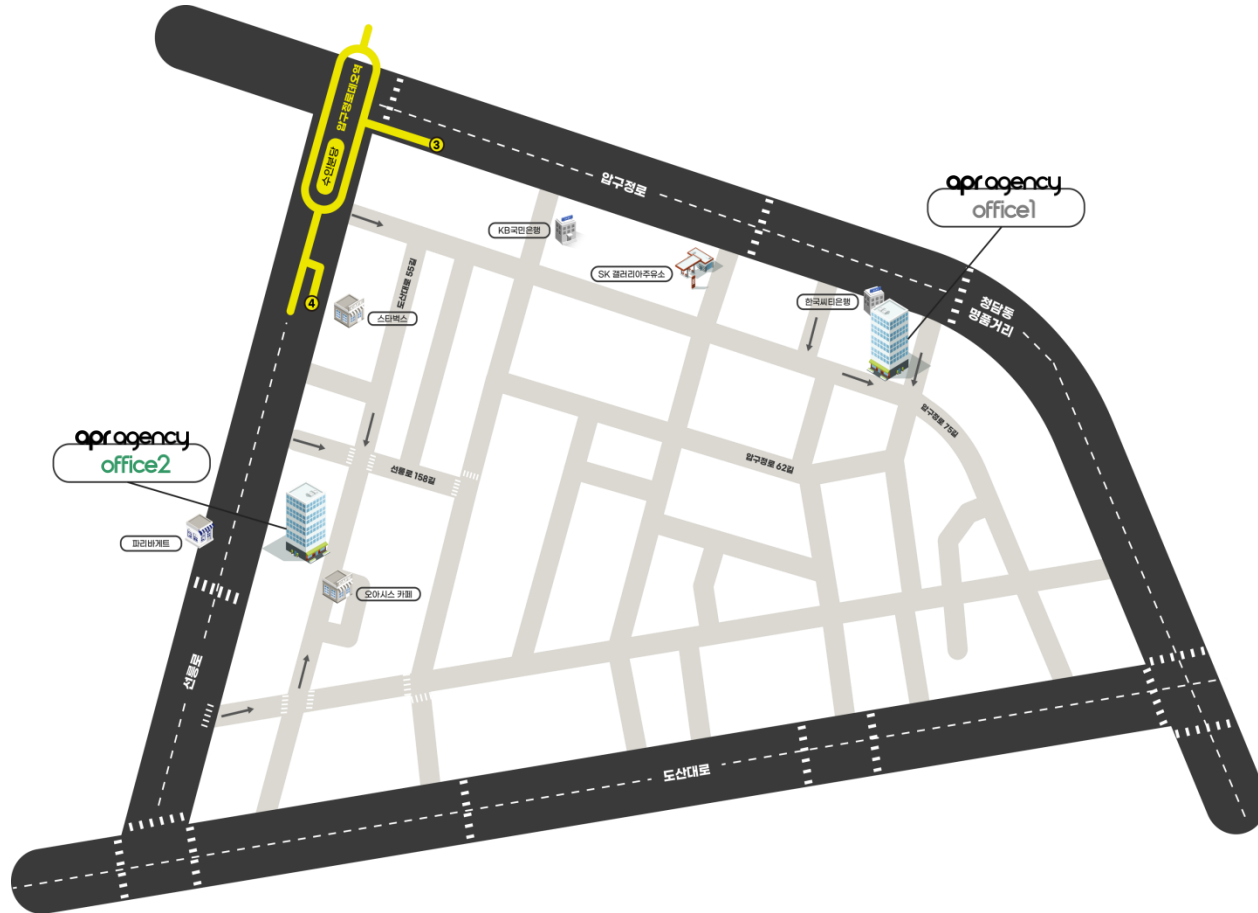
# 03



- GUCCI** ANCOORA POP-UP  
구찌 앙코라 팝업 @갤러리아
- GUCCI** ANCOORA Exhibition Party  
구찌 앙코라 전시-파티 @이태원 프로세스
- MACKAGE** 2024 SS/FW PRESENTATION  
맥카지 2024 SS/FW 컬렉션 프레젠테이션 @갤러리 셀렉티드 마롱
- MAISON MARAIS** Hyundai Trade Center Opening Event  
메종마레 매장 오픈 행사 @현대백화점 무역점
- KUME** SS24 PRESENTATION  
쿠메 SS24 프레젠테이션 @쿠메 플래그십
- HUBLOT** The Art of Fusion  
워블로 더 아트 오브 퓨전 @금호 일베르
- BURBERRY** 24 SUMMER COLLECTION  
버버리 24 섬머 컬렉션 @아름지기
- CHANEL** 24SS Collection Presentation  
샤넬 24SS 컬렉션 프레젠테이션 @성수XYZ
- LOUIS VUITTON** Diamond Collection Launching Presentation  
루이비통 다이아몬드 컬렉션 런칭 프레젠테이션 @루이비통 서울 매종
- WMM STUDIOS** 24SS Press Day  
WMM스튜디오 24SS 프레스 데이 @경리단길 쇼룸
- BVLGARI** STUDIO EVENT  
불가리 스튜디오 이벤트 @빛의시어터
- kuho plus** STAGE 35 SEONGSU POP-UP  
구호 플러스 스테이지 35 성수 팝업 @스테이지35 성수
- MAISON MARAIS** 2024SS Presentation Event  
메종마레 24SS 프레젠테이션 행사 @메종마레 한남 스토어
- Golden Goose** Marathon New Color Launch & FW24 Journey Collection Press Preview  
골든구스 마라톤 뉴 컬러 런칭 & FW24 저니 컬렉션 프레스 프리뷰 @청담 플래그십
- rag&bone** 24SS THE HYUNDAI EVENT  
랙앤본 24SS 더현대 매장 초청 행사 @더현대
- TASAKI** SHINSEGAE Times Square Opening Event  
타사키 신세계백화점 타임스퀘어점 매장 오픈 @신세계 타임스퀘어







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