

An aerial photograph of a city, likely Los Angeles, viewed from a high altitude. The city's grid pattern and various buildings are visible, though somewhat faded due to the overall light and cloudy atmosphere. Large, white, fluffy clouds are scattered across the sky, partially obscuring the city below. The overall tone is light and airy.

apr agency

www.aprr.com

apr agency ,

- integrated marketing communication
- media pr
- star marketing
- digital viral marketing
- influencer marketing

company profile

1. about us
2. organizational chart
3. how we work / process
4. company history / work scope
5. current clients / retainer brands
6. project clients
7. project & event performance 2024~25
8. company location info.



story

The company was founded in 2003.

The founder is a former fashion magazine editor.

We have the longest history in the fashion lifestyle industry, from the beginning of the history of fashion agencies in Korea to the present.

And also grown into a large agency with specialized expertise.

We are responsible for the entire business needs of clients in the ever-changing market conditions, and proposes various solutions in our specialized areas, either individually or in collaboration with each PR team.

We offer a wide range of marketing promotions, from basic such as brand media releases to short and long-term projects and events, star marketing utilizing celebrities of various targets, 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 achieve the best results, we build and manage independent teams for each area of expertise.

Each specialized team works individually or together, depending on the client's preference.

All teams work on one-off contract or retainer agreements to ensure ongoing business.

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

We have been constantly changing, developing and growing in the ever-changing market as the first generation in the fashion PR industry.

With a deep understanding of the domestic market and consumers gained through many years of work, as well as our diverse experience and expertise in the field of public relations, we actively and proactively carry out and develop related work.

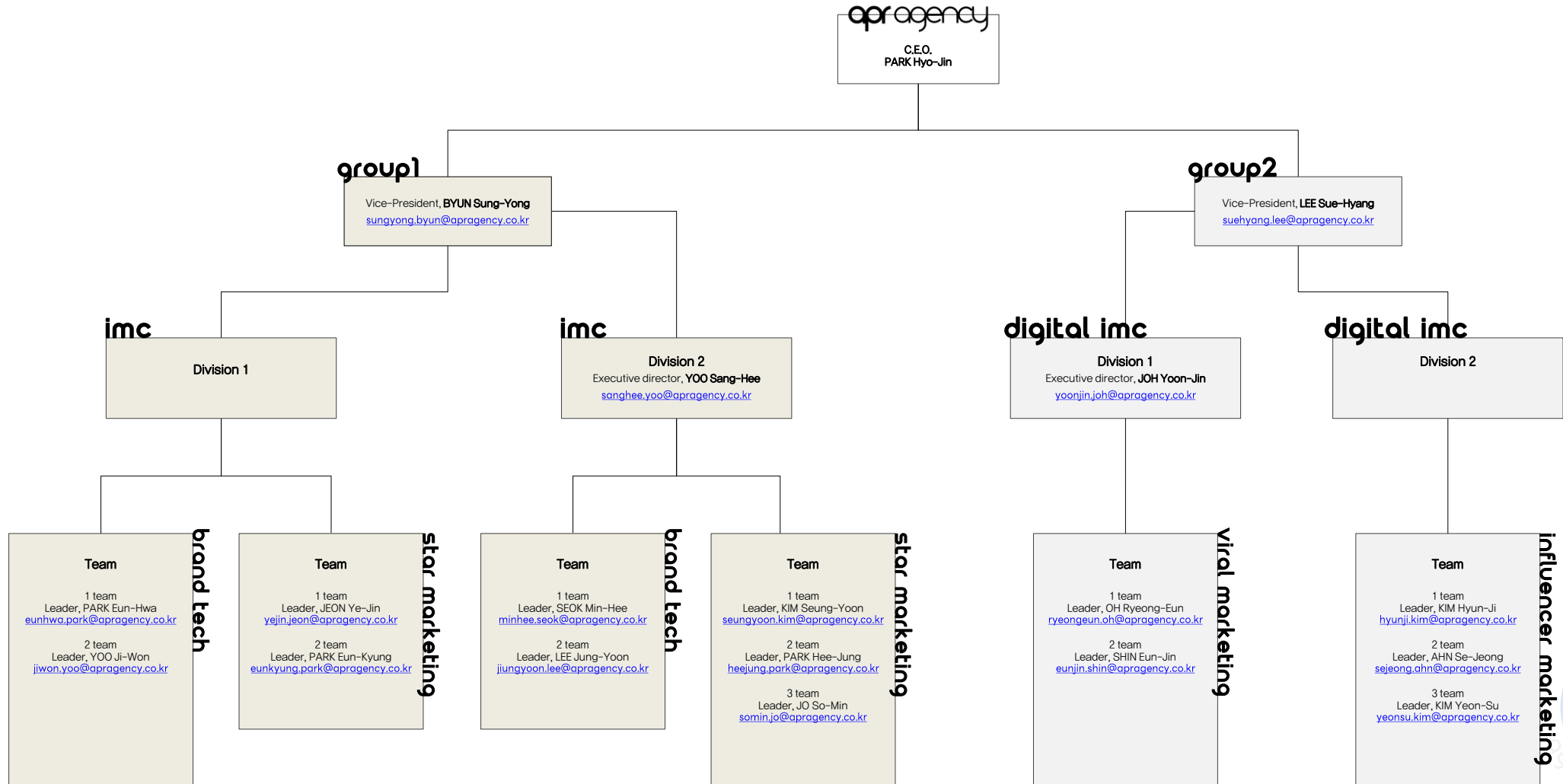
In particular, as the only agency with unrivaled experience in organizing large-scale events for global brands, we have special strengths in planning and executing various brand events.

Always thinking 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

✦ If you need detailed job descriptions for each team or have questions about the estimate, you can find them in separate introductory materials.
 ✦ For more information, please contact us via the contact form on our website.



Integrated marketing communications

imc



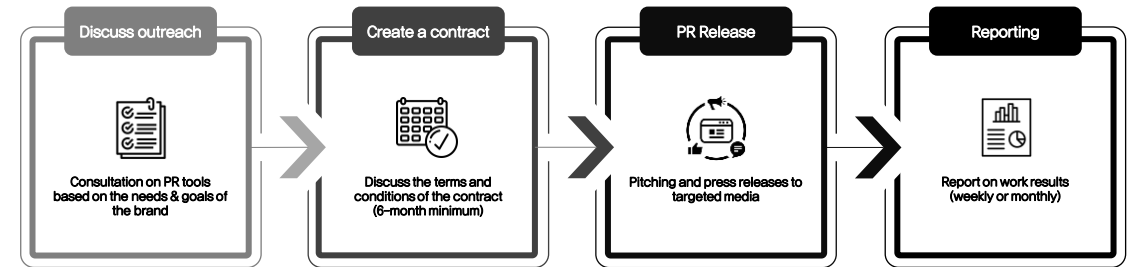
Create and execute a media outreach strategy

From creating a PR strategy to hands-on execution, we do everything for the brand's PR.

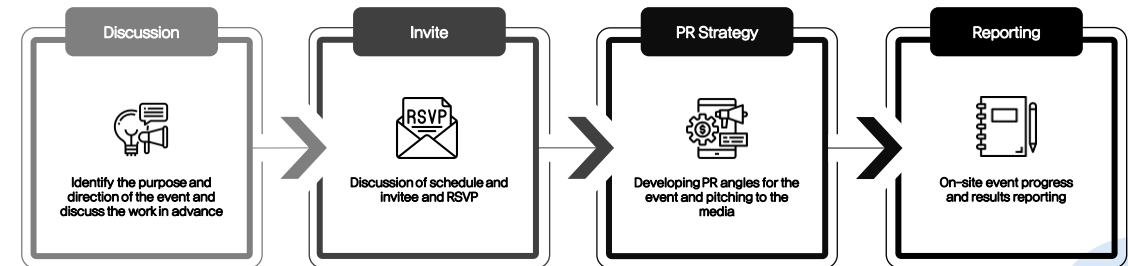
We plan and execute customized PR plans for each brand, including the most basic media outreach.

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

Business processes in retainer agreements



Procedures for working with events or projects



Strategic, all-round star marketing

celebrity marketing



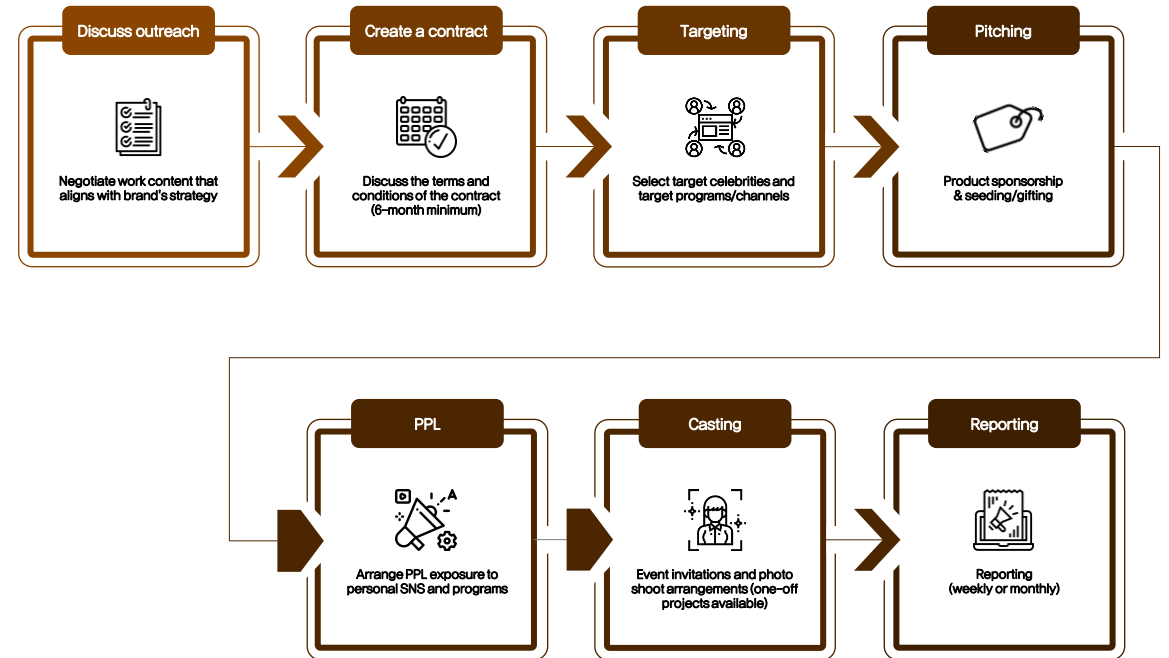
Build and execute a public relations strategy

We find the right PR channels for brand and find the best way to expose the product.

We aim for proactive PR that moves in all directions for multifaceted exposure.

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

Workflow for retainer contracts or projects



Personalized outreach on digital platforms

digital viral marketing



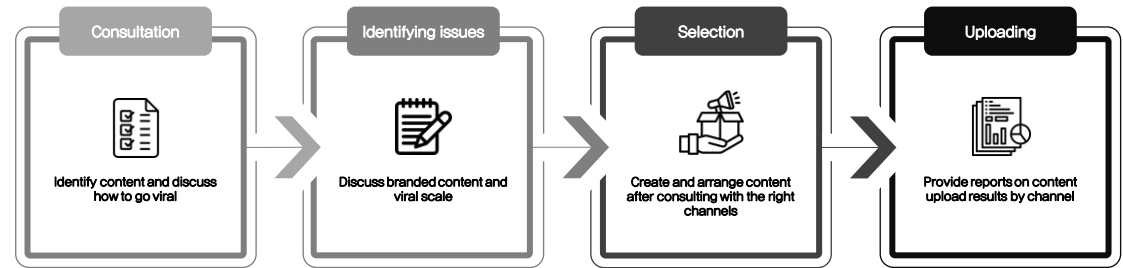
Promote through influential digital channels

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

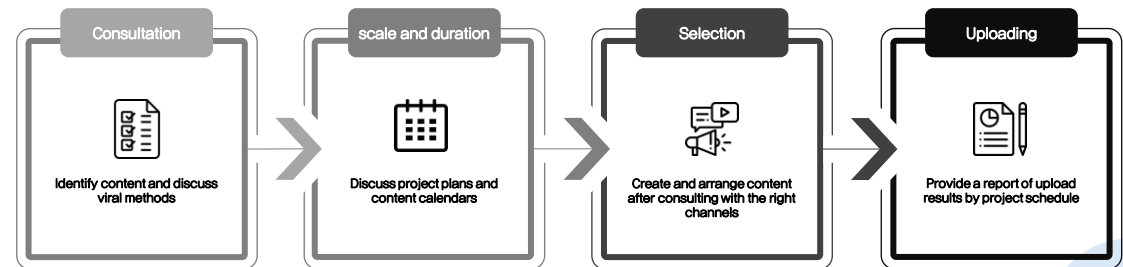
Operate efficient digital channels based on content.

Quickly respond to the rapidly changing digital environment to propose digital channels and spread content across various channels from portal sites to social media.

Workflow for retainer contracts



Project workflow (per case)



New solutions to keep up with trends

influencer marketing



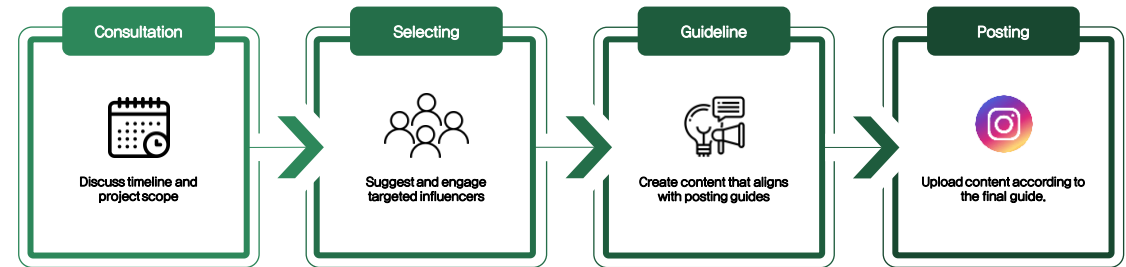
Digital content-focused marketing outreach

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.

Workflow for releasing INSTAGRAM posts



Workflow for publishing content on YOUTUBE



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

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.



10
11
12
13



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

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.



2020



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
- Link to our influencer's profile – <https://bit.ly/4krKkDk>
- Official Instagram – https://www.instagram.com/apr_consultancy/

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.



#

1017 ALYX 9SM
 2-FaceOptical

1017 알릭스
 투페이스옵티칼

A

acmé de la vie ADLV
 alice + olivia
 AMONG

아크메드라비
 앨리스앤올리비아
 어몽

B

BARRIE
 BUCCELLATI
 BVLGARI

배리
 부첼라티
 불가리

C

CARVEN eyewear
 CASETIFY #seeding
 CELITAILS
 CERRIC
 COLDFRAME
 CONVERSE

까르뱅 아이웨어
 케이스티파이
 셀리테일즈
 세릭
 콜드프레임
 컨버스

D

Dr. Martens
 Dickies
 Dunst

닥터마틴
 디키즈
 던스트

E

ENAVANT
 ENFÖLD
 etmon

에나반트
 엔폴드
 에트몽

F

FRED PERRY

프레드페리

G

Golden dew
 GOLDEN GOOSE
 GRAYELINE

골든듀
 골든구스
 그레이엘린

H

HOMME PLISSE
ISSEY MIYAKE
HUBLOT

옴므플리세
이세이미야케
위블로

I

Ivana Helsinki

이바나헬싱키

J

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

제이린드버그
예거르쿨트르
자니해잇재즈
자주
조이그라이슨
조이그라이슨
주얼리
조이그라이슨
레디투웨어
준지

K

KAHARA
KEEN
Kijun
KILO
KIMMATIN
KUME

카하라
킨
기준
카일로
킴마틴
쿠메

L

LANGNLU
LANVIN BLANC
LAVENHAM
LE ABONNÉ
L'HAS
LOEUVRE
LOEUVRE
Bag
LOOK OPTICS
LORO PIANA
LOUIS VUITTON
Watch & Fine Jewelry
LOWTIDE
lululemon

랭엔루
랑방 블랑
라벤햄
르아보네
르하스
루에브르
루에브르
백
룩옵틱스
로로피아나
루이비통
워치&파인주얼리
로우타이드
룰루레몬

M

MACKAGE
MAISON MARAIS
MARGARIN FINGERS
Matin Kim
MICHAEL KORS | MMK
MIKO
MINE
MOSCHINO
MOUVE eyewear
MUSEE
mu:arvo
mzuo

맥카지
메종마레
마가린핑거스
마틴킴
마이클코어스
미꼬
마인
모스키노
무브 아이웨어
뮤제
무아르보
엠주

N

NEPA KIDS #seeding
NINE ACCORD
NOHANT
Nontype
NUMBER PROJECT

네파 키즈
나인어코드
노앙
논타입
넘버프로젝트

O

ODD eyewear
OIOI COLLECTION

오드아이웨어
오아이오아이컬렉션



P

PARAJUMPERS
PHILIPP PLEIN
PHILIPP PLEIN GOLF
PLATFORM PLACE
Pomellato
PROJEKT PRODUKT
PUBLIC BEACON

파라점퍼스
필립플레인
필립플레인 골프
플랫폼 플레이스
포멜라토
프로젝트 프로덕트
퍼블릭비컨

R

rag & bone
RECTO.
RECTO. MENS
ROMANCHIC

랙앤본
렉토
렉토 남성
로맨시크

S

S.T. Dupont
sacai
SAINT JAMES
SALTY PEBBLE
SCARPA
self-portrait
Snappy Cuddle
SOLID HOMME
SON JUNG WAN
STELLA McCARTNEY
SWAROVSKI

에스.티.듀퐁
사카이
세인트제임스
솔티페블
스카르파
셀프포트레이트
스내피커들
솔리드 움므
손정완
스텔라 매키타니
스와로브스키

T

TEVA
THEILMA
thetor
TOINQ
TORY BURCH
TREEMINGBIRD

테바
더일마
더토어
토인크
토리버치
트리밍버드

U

UNDER ARMOUR
UNGIMMICK

언더아머
언지미크

**V
W**

VACHERON CONSTANTIN
VERSACE
WOOYOUNGMI
WOOYOUNGMI WOMAN

바쉐론 콘스탄틴
베르사체
우영미
우영미 여성

Y

YCH
YMC

와이씨에이치
와이엠씨

Z

ZADIG&VOLTAIRE





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.

Our work with Chanel, a prime example of

- 2011 Chanel 2011 Collection and Pop-up Store
- 2012 Chanel The Little Black Jacket Exhibition
- 2014 Culture Chanel Exhibition
- 2015 Cruise Collection @DDP
- 2017 MADMOISELLE PRIVÉ 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 PERFUMEUR MASTERCLASS
- 2023 Chanel 23SS Seasonal Presentation Event
- 2023 22/23 Metiers D'Art Collection Preview Event
- 2023 CHANEL CODES COULEUR POP UP
- 2023 CHANEL FRIEZE COCKTAIL RECEPTION
- 2023 CHANEL Culture Fund x LEEUM Opening Reception Event
- 2024 24SS Collection Presentation



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

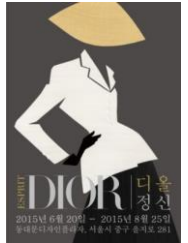
We have been working with Dior since 2015 on all their events.

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.

Our work with Dior, a prime example of

- 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 FW 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
- 2024 Dior Lady Art #8



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.



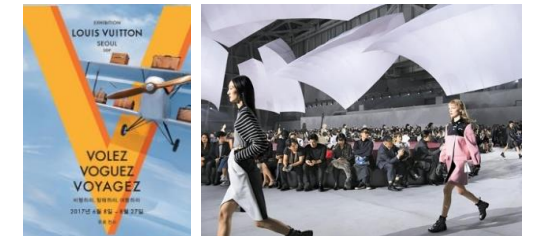
We have been working together on several projects since 2010.

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 29th 2023 in Seoul.

Our work with Louis Vuitton, a prime example of

- 2010 2011SS Presentation
- 2013 Hyundai Department Store Global Store Opening Event
- 2016 2016AW 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
- 2024 2024SS Men's Collection Launching Event
- 2024 Diamond Collection Launching Presentation
- 2024 Espace Louis Vuitton Exhibition Preview
- 2024 Seoul Dosan Store Renewal Event



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.

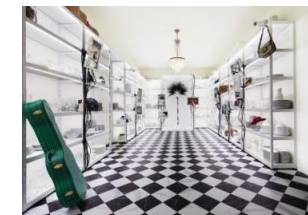


Gucci's relationship with the APR agency goes back a long way.

From 2004 to 2012, they held an annual fashion show and party, and since 2020, they have held exhibitions and high jewelry events together.

Our work with Gucci, a prime example of

- 2004-2011 Gucci Collection & Party
- 2005 Gucci GUCCISSIMA Press Presentation
- 2012 Gucci 91th Anniversary Archive Exhibition & FSS Renewal 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 FW23 Woman's Collection Presentation
- 2023 GUCCI High-End Event
- 2024 SS24 Collection Presentation & After Party
- 2024 ANCOORA Exhibition Party



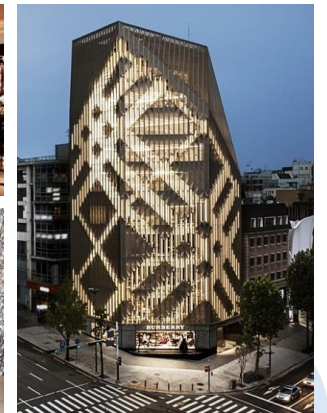
We are an agency that handles online and offline PR for global brands such as Chanel, Dior, Louis Vuitton, Gucci, and Burberry using media and influencers. It handles press trips, invitations, pre and post PR for media channels as well as domestic designer brands. We are positioning ourselves as a top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

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.

Our work with Burberry, a prime example of

- 2013 Hyundai Department Store – COEX Store Opening Party
- 2013 Art of the Trench Exhibition & Party
- 2015 Cheongdam Flagship Store, Opening Event
- 2016 Art of the Trench Exhibition & Party
- 2016 Thomas Burberry's 160th Anniversary Event
- 2017 2017SS 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
- 2024 2024SUMMER COLLECTION



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.

✦ For previous events and projects, please visit our website.

01 January 24



DIOR Dior Lady Art #8 Press Event
다올 레이디아트 #8 전시 프레스 이벤트 @하우스 오브 다올

lululemon Myeong-dong Timewalk Store Opening Press Tour
몰루레몬 명동 타임워크 스토어 오픈팅 프레스 투어 @명동 타임워크

LOUIS VUITTON 2024 S/S Men's Collection Launching Event
루이비통 2024 봄여름 남성복 컬렉션 런칭 이벤트 @루이비통 서울 도산

GUCCI SS24 Collection Presentation & After Party
구찌 24봄여름 컬렉션 프레젠테이션 & 애프터파티 @구찌 가옥

REPOSSI Radiance Showcase - 2024 Press & VIP Day
레포시 레이디언스 쇼케이스 - 2024 프레스&VIP데이 @갤러리아 EAST

02 February 24



CERRIC Itaewon Collection POP-UP
세릭 팝업스토어 @이태원

VERSACE 24SS Press Day
베르사체 24봄여름 프레젠테이션 @모스 스튜디오

CONVERSE CONVERSE x FenG Chen WANG POP-UP Media Event
컨버스 x 핑첸왕 프레젠테이션 @성수엔프티

03 March 24



GUCCI ANCOORA POP-UP
구찌 앙코라 팝업 @갤러리아

GUCCI ANCOORA Exhibition Party
구찌 앙코라 전시 파티 @이태원 프로세스

MACKAGE 2024 SS/FW PRESENTATION
맥키지 2024 봄여름/가을겨울 컬렉션 프레젠테이션 @갤러리 셀렉티드 마롱

MAISON MARAIS Hyundai Trade Center Opening Event
메종마레 매장 오픈 행사 @현대백화점 무역점

KUME SS24 PRESENTATION
쿠메 24봄여름 프레젠테이션 @쿠메 플래그십

HUBLLOT The Art of Fusion
위블로 더 아트 오브 퓨전 @금호알베르

BURBERRY 24 SUMMER COLLECTION
버버리 24섬머 컬렉션 @아름지기

CHANEL 24SS Collection Presentation
샤넬 24봄여름 컬렉션 프레젠테이션 @성수XYZ

LOUIS VUITTON Diamond Collection Launching Presentation
루이비통 다이아몬드 컬렉션 런칭 프레젠테이션 @루이비통 서울 메종

WMM STUDIOS 24SS Press Day
WMM스튜디오 24봄여름 프레스 데이 @경리단길 소름

BVLGARI STUDIO EVENT
불가리 스튜디오 이벤트 @빛의 시어터

kuho plus STAGE 35 SEONGSU POP-UP
구호플러스 스테이지35 성수 팝업 @스테이지35 성수

Maison Margiela 24 CO-ED Collection Preview
메종마리제이라 2024 CO-ED 컬렉션 프리뷰 @인터컨티넨탈 파르나스 호텔

MAISON MARAIS 2024SS Presentation Event
메종마레 24봄여름 프레젠테이션 행사 @메종마레 한남 스토어

GOLDEN GOOSE Marathon New Color Launch & FW24 Journey Collection Press Preview
골든구스 마라톤 뉴 컬러 런칭 & 24가을겨울 저니 컬렉션 프레스 프리뷰 @청담 플래그십

rag&bone 24SS THE HYUNDAI EVENT
랙앤본 24봄여름 더현대 매장 초청 행사 @더현대

TASAKI SHINSEGAE Times Square Opening Event
타사키 신세계백화점 타임스퀘어점 매장 오픈 @신세계 타임스퀘어



✦ For previous events and projects, please visit our website.

04 April 24



SALTY PEBBLE 24SS POP-UP EVENT
솔티페블 24SS 팝업 이벤트 @한남 HA HOUSE

LANCÔME TEINT IDOLE ULTRA WEAR POP-UP EVENT
광릉 땀 이물 울트라 웨어 팝업 이벤트 @성수 오우드

LUV.M Shinsegae Gangnam Pop-Up Event
러브엠 신세계 강남 팝업 스토어 오픈 이벤트 @신세계 강남

MINE 24SS EVENT
마인 2024봄여름 오프라인 이벤트 @아름지기

REPOSSI Trunk Show
레포시 트렁크 쇼 @분다삼 청담

CHANEL NUIT BLANCHE SEOUL
샤넬 누주 알뤼르 팝업 @우일벤티빌딩

CHANEL 2023/24 Metier D'Art Collection Presentation
샤넬 공방 컬렉션 프레젠테이션 @서울 플래그십

LOWTIDE & SALTY PEBBLE 24SS POP-UP
로우타이드 & 솔티페블 24봄여름 팝업 프리뷰 @성수 HOUSE BY

Golden dew Celebration 35th Anniversary 'HERITAGE&BEYOND'
골든듀 35주년 팝업 행사 '헤리티지&비욘드' @성수 오우드

LOUIS VUITTON Espace Louis Vuitton Exhibition Preview
루이비통 에스파스 루이비통 전시 프리뷰 행사 @루이비통 메종 서울

LOUIS VUITTON Seoul Dosan Store Renewal Event
루이비통 서울 도산 스토어 리뉴얼 이벤트 @루이비통 서울 도산

05 May 24



GUCCI ROOF TOP CINEMA Event
구찌 루프탑 시네마 이벤트 @청담 플래그십

LOEUVRE 'Chateau de Fleuri' Event
루에브르 '샤도 드 플로리' 이벤트 @올레그십 스토어

SUECOMMA BONNIE SUECOMMA BONNIE x IMJIBIN HUG PROJECT
슈콤마보니 x 임지빈 허그 프로젝트 @이름 더 플레이스

TORY BURCH 24SS RUNWAY PRESENTATION
토리버치 24봄여름 런웨이 프레젠테이션 @안다즈 서울 강남 펜트하우스

SWAROVSKI Crystal Society Event
스와로브스키 SCS 이벤트 @스와로브스키 도산파크

TASAKI Atelier Season 6th Collection Event
타사키 아틀리에 6th 컬렉션 이벤트 @JW메리어트 호텔 서울

DIOR DIORIVIERA 2024 COLLECTION
디올 리비에라 컬렉션 이벤트 @디올 성수

GUCCI Men's and Women's FW24 Collection Presentation
구찌 2024 가을겨울 컬렉션 프레젠테이션 @구찌 소름

06 June 24



LI SEOK (FRAME: The Edge of All Grounds)
미디어 아티스트 이석 개인전 (FRAME: 대지의 모든 테두리) @아트스페이스 호화

JAEGER-LECOULTRE The Adventure Spirit Pop-up Event
예거 르콜트르 더 어드벤처 스피릿 팝업 이벤트 @롯데 월드파크 잔디광장

WMM Studio 24SUMMER & CAPSULE Press Day
더블유엠엠 스튜디오 24썸머 & 캡슐 프레스 데이 @경리단길 소름

✦ For previous events and projects, please visit our website.

07 July 24



VERSACE FW24 Press Day
베르사체 24가을겨울 프레스 데이 @프레인 빌라

CHANEL COCO CRUSH POP-UP
샤넬 코코 크러쉬 팝업 @앤더슨씨 성수

CECILIE BAHNSEN DOSAN POP-UP STORE
세실리에 반센 도산 팝업 스토어 @세실리에 반센 도산

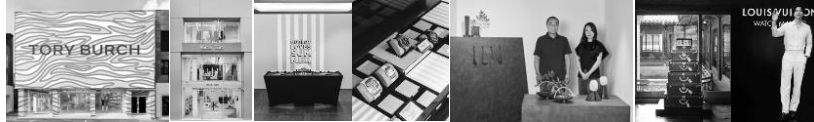
AP BEAUTY Jiuguang Department Store in Shanghai with Krystal
AP뷰티 상하이 행사 참석 크리스탈, 심이 및 현정 케어 @중국 상하이

GOLDEN GOOSE YOUNIQUE CAFE PRIVATE TOUR EVENT
골든구스 유니크 카페 오픈 프라이빗 투어 @도산 플래그십

HUBLOT Loves Summer Event
워블로 러브 썬머 이벤트 @반안트리 오아시스

LOUIS VUITTON 2024FW POP-UP EVENT
루이비통 2024가을겨울 여성 컬렉션 팝업 이벤트 포도원 행사 @신세계 강남

08 August 24



TORY BURCH KOREA POP-UP SEONGSU 'DESTINATION ANYWHERE'
토리버치 썬머 컬렉션 팝업 프리뷰 행사 @퓨처소사이머티 성수

HUBLOT Loves Summer Event - Influencer
워블로 러브 썬머 이벤트 @반안트리 오아시스 수영장

Matin Kim Myeong-dong Flagship Store Open Event
마앵김 명동 플래그십 스토어 오픈 행사 @명동 플래그십 스토어

CHANEL CHANEL x YEOL
샤넬 예울 이벤트 @예울 북촌가

HUBLOT Loves Summer Event - Press
워블로 러브 썬머 이벤트 @반안트리 오아시스 수영장

LOUIS VUITTON Watch Club
루이비통 워치 클럽 이벤트 @한국가구박물관

NOHANT 24FW PRESENTATION
노앙 24가을겨울 프레젠테이션 @한남 쇼룸

09 September 24



CHANEL CHANEL x LEEUM Opening Reception
샤넬 x 리움 오프닝 리셉션 @리움 미술관

GOLDEN GOOSE GOLDEN GOOSE LIGHTSTAR LAUNCH PRESS DAY
골든구스 라이트스타 런칭 프레스 데이 @도산 플래그십

LOUIS VUITTON Men's Fall Capsule Spring-Summer 2025 Collection
루이비통 2025봄여름 남성복 캡슐 컬렉션 폴(Fall) - 박서보 컬렉션 프레젠테이션 & 캠페인 @루이비통 메종

RECTO New Flagship Store Open Event
렉토 플래그십 스토어 오픈 행사 @렉토 플래그십 스토어

MAISON MARAIS 24FW wear InFormal Collection Presentation Event
메종마레 24가을겨울 웨어 인포멀 컬렉션 프레젠테이션 이벤트 @메종마레 한남 쇼룸

LOUIS VUITTON Men's Store Renewal Open Event
루이비통 남성 스토어 리뉴얼 오픈 기념 포토월 행사 @루이비통 신세계 강남 남성 매장

anggae 24FW BEAKER Hannam Pop Up Store
앙개 24가을겨울 비이커 한남 팝업 오픈 행사 @비이커 한남

Matin Kim Dosan Flagship Store Open Event
마앵김 도산 플래그십 스토어 오픈 행사 @도산 플래그십 스토어

TASAKI 70th Anniversary Exhibition FLOATING SHELL
타사키 창립 70주년 플로팅 셸 팝업 오픈 행사 @신세계 백화점 강남점

MONTBLANC The 100th Anniversary of Meisterstück
몽블랑 마이스터스틱 100주년 행사 @이름 더 플레이스

KUME FW24 PRESENTATION
쿠메 24가을겨울 프레젠테이션 @플래그십

BVLGARI ETERNALLY REBORN EVENT
불가리 이터널리 리본 전시 이벤트 @유지엄 한미

MAISON MARAIS 10th CONTEdeTULEAR POP-UP EVENT
메종마레 10주년 콩피드틀레아 팝업 행사 @콩피드틀레아



✦ For previous events and projects, please visit our website.

10 October 24



BURBERRY ART SPACE
버버리 아트 스페이스 @버버리 서울 플래그십

GUCCI HIGH END
구찌 하이엔드 프레젠테이션 @조선 갤러리 강남

SANDY LIANG 24FW POP-UP
샌디리앙 24가을겨울 팝업 행사 @분당삼 차담

lululemon TWG Event
룰루레몬 TWG 이벤트 @코엑스 K-POP 광장

W Korea 19th Love Your W
제19회 러브 유어 더블유 행사 @포시즌스 호텔 서울

Dior MAISON SS25 COLLECTION PRESS EVENT
디올 메종 25봄여름 컬렉션 프레스 이벤트 @한국가쿠박물관

ERDEM ERDEM IN SEOUL
에르데 임 서울 @JW메이저 호텔 서울

Swarovski MASTERS OF LIGHT
스와로브스키 마스터스 오브 라이트 행사 @성수 XYZ

Junn.J MONSTER POP-UP
준지 몬스터 팝업 @성수 Stage 35

GUCCI 'Cultural Month' Exhibition Special Preview
구찌 '문화의 달' 사진전 (두 개의 이야기: 한국 문화를 빛낸 거장들을 조명하며) 스페셜 프리뷰 @파운드리 구찌 가옥

HERNO 'HERNO RIVER TALES' Pop Up Opening Event & Gala Dinner
에르노 리버 테일즈 성수 팝업 오프닝 이벤트 @성수 THE A

TREEMINGBIRD SEONGSU FLAGSHIP STORE OPEN EVENT
트리밍버드 성수 플래그십 스토어 오픈 이벤트 @성수 플래그십 스토어

Alice+Olivia Private Mingling Party with Stacey Bendet
앨리스앤올리비아 프라이빗 밉글링 파티 @정식 스페이스

Maison Margiela Hannam Flagship Opening Event
메종 마르지엘라 한남 플래그십 부티크 오픈 이벤트 @한남 플래그십 부티크

CFCL Dosan Pop-up Opening Event
도산 팝업스토어 오픈 이벤트 @도산 팝업 스토어

11 November 24



PUBLIC BEACON Decade of BEACON 2025 Main Collection Presentation
퍼블릭비컨 2025 메인 컬렉션 프레젠테이션 @한강소품

LOUIS VUITTON Dosan Store Renewal Event
루이비통 도산 스토어 리뉴얼 오프닝 이벤트 @도산 스토어

BVLGARI Official sponsorship of Bvlgari 'Caravaggio' Exhibition Press event
불기리 공식 협찬 - '빛의 거장 카라바조 & 바스크의 얼굴들' 전시 프레스 초대 @한가람 미술관

CHANEL WINTER TALE HOLIDAY ICE RINK
샤넬 윈터 테일 홀리데이 아이스링크 @잠실 롯데월드타워아레나광장

CHANEL IDEA MUSEUM (Somewhere In Between) Symposium, Opening Reception
샤넬 아이디어 뮤지엄 (사이 어딘가에) 심포지움 오프닝 리셉션 @라움 미술관

LOEUVRE 'L'ART DE VIVRE' Hannam Pop-up Store Press Event
루에브르 한남 팝업스토어 프레스 이벤트 @한남 팝업스토어

REPOSSI 1-YEAR ANNIVERSARY OF KOREA LAUNCH POP-UP EVENT
레포시 한국 론칭 1주년 기념 팝업 이벤트 @현대백화점 무역센터점

VERSACE A NIGHT IN CELEBRATION OF VERSACE MERCURY
베르사체 머큐리 런칭 기념 파티 @디에디트

12 December 24



LOUIS VUITTON Louis Vuitton Maison Seoul Holiday Event
루이비통 메종 서울 홀리데이 이벤트 @루이비통 메종

CASETIFY CASETIFY x Kuromi Collaboration Event
케이스티파이 x 쿠로미 콜라보레이션 이벤트 @케이스티파이 도산점

CASETIFY CASETIFY x Chikawa POP-UP STORE EVENT
케이스티파이 x 치카와 콜라보레이션 컬렉션 팝업 이벤트 @롯데백화점 본점

✦ For previous events and projects, please visit our website.

01 January 25



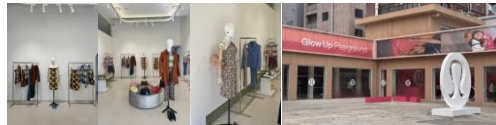
LOUIS VUITTON Louis Vuitton Tasaki Murakami Re-edition Launching
루이비통 무라카미 다카시 리에디션 런칭 이벤트 @루이비통 서울 도산

CASETiFY CASETiFY x Kuromi Dosan Exclusive Collection Event
케이스티파이 쿠로미 도산 한정 컬렉션 출시 이벤트 @케이스티파이 도산

LANCÔME Lancome Longevity Gala Dinner
랑콤 롱지비티 갈라 디너 @앤더슨씨 성수

DIOR DIOR LADY ART #9 PRESS PREVIEW
디올 레이디 아트 #9 전시 프레스 프리뷰 @하우스 오브 디올

02 February 25



VERSACE 25SS Collection Press Preview
베르사체 25봄여름 컬렉션 프리뷰 @갤러리 오 스퀘어

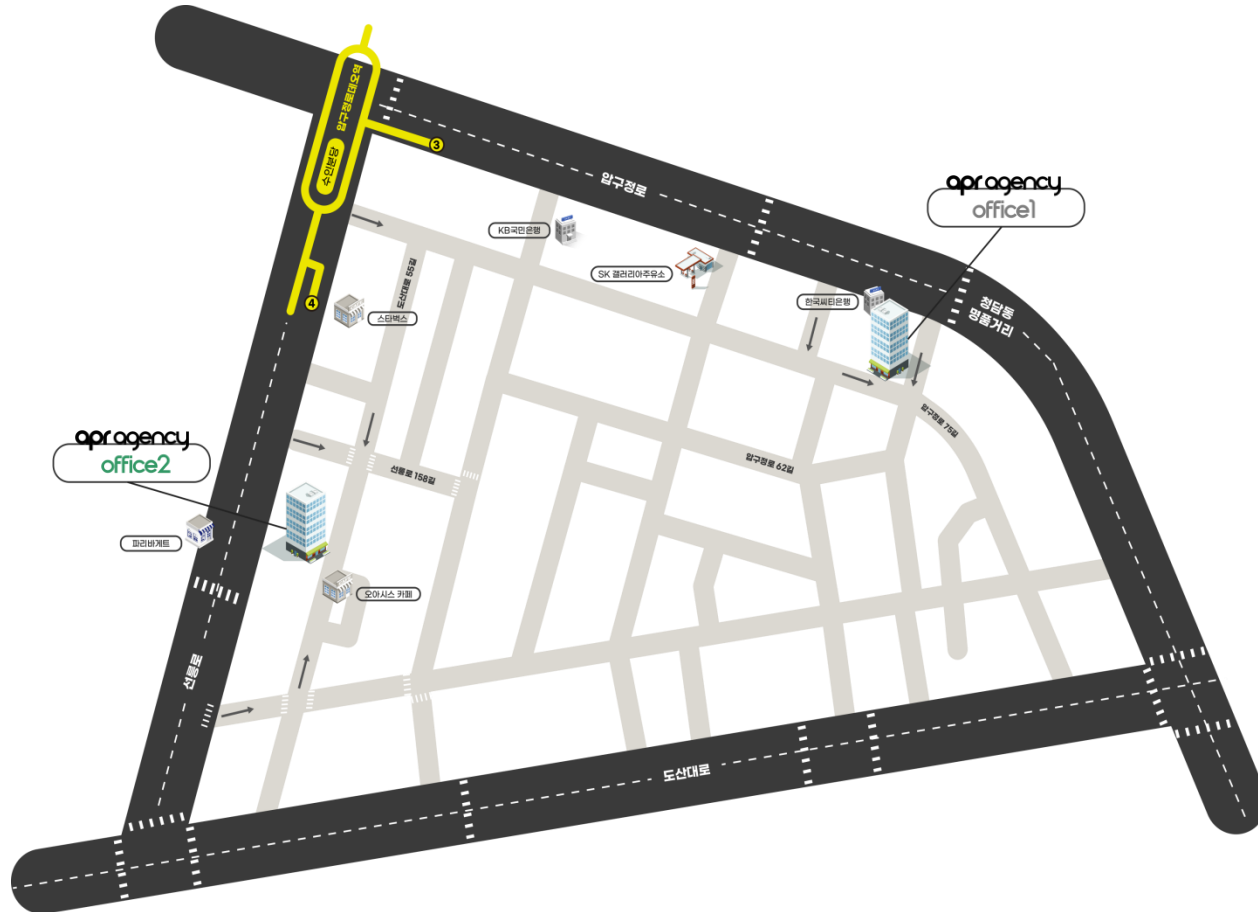
lululemon Glow up™ Playground Event
룰루레몬 글로우업 플레이그라운드 이벤트 @성수 XYZ

03 March 25



RECTO 2025SS Presentation Event
렉토 25봄여름 프레젠테이션 행사 @플래그십 스토어

SWAROVSKI DOSAN WHITE DAY COLLECTION EVENT
스와로브스키 도산 화이트데이 컬렉션 이벤트 @스와로브스키 도산파크



telephone +82 2 3447 7701

official website www.aprpr.com

contact point + For more information, visit our website.

office1 51 Joogyong Bldg., Seonneung-ro 162-gil, Gangnam-gu, Seoul 06015 KOREA

- 3F Brand Tech Teams - office & showroom
- 5F Influencer Marketing Teams - office
- 5F Digital Viral Marketing Teams - office
- 6F Conference Room

office2 23 Samhwa Bldg., Dosan-daero 55-gil, Gangnam-gu, Seoul 06014 KOREA

- 2F Star Marketing Teams - office & showroom
- 3F Star Marketing Teams - office & showroom
- 4F Star Marketing Teams - office & showroom
- 5F Star Marketing Teams - office & showroom





apr agency © All rights reserved. 2025

