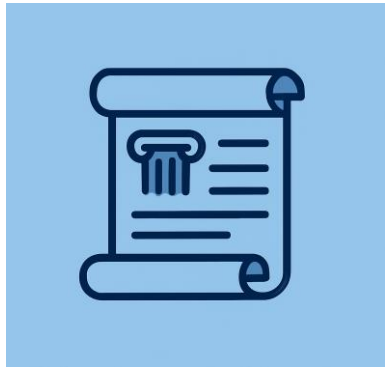
apr agency

에이피알, 에이전시

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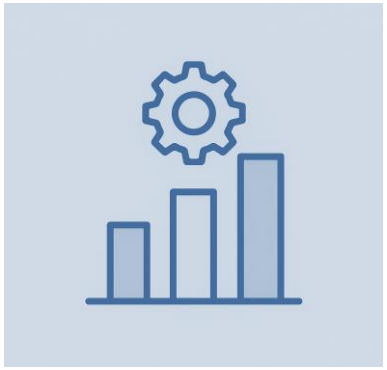
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History

Founded in 2003, APR Agency has the history in the fashion and lifestyle industry in Korea, spanning from the very beginning of specialized fashion agencies to the present day.

Amid today's ever-changing consumer market, APR Agency has continued to grow through constant evolution and development.



Scale & Expertise

To deliver the highest and most effective publicity outcomes, APR Agency operates independent teams organized by specialized areas of expertise.

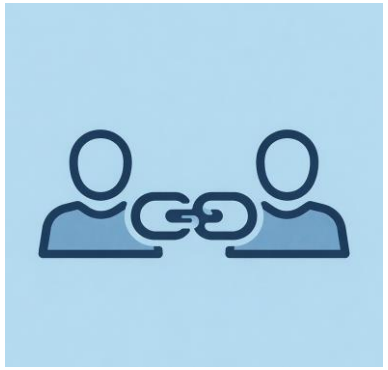
Each team, equipped with large-scale professional capabilities, can carry out projects through both one-off engagements and retainer-based contracts, aligned with each brand's strategic direction.



Customized Service

Always thinking one step ahead, we plan and propose more advanced PR and marketing solutions, delivering customized services that encompass every aspect of brand communication.

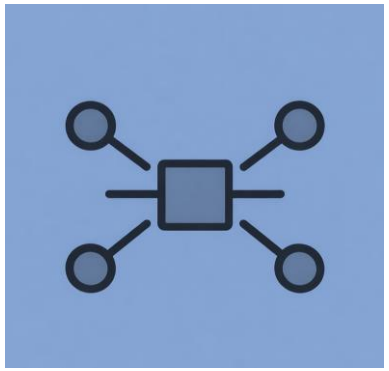
In a rapidly changing environment, we comprehensively understand our clients' diverse business needs and provide strategic, integrated services.



Connection

Building on a deep understanding of the domestic market and consumers—developed through many years of hands-on experience—along with extensive expertise across the PR field, we take an active, proactive approach to our work and continue to evolve.

From core brand press releases and media communications to short- and long-term projects, events, celebrity marketing targeting diverse audiences, influencer marketing through social media channels including YouTube, as well as online PR and viral marketing via digital platforms, we provide a comprehensive range of integrated marketing and PR solutions.

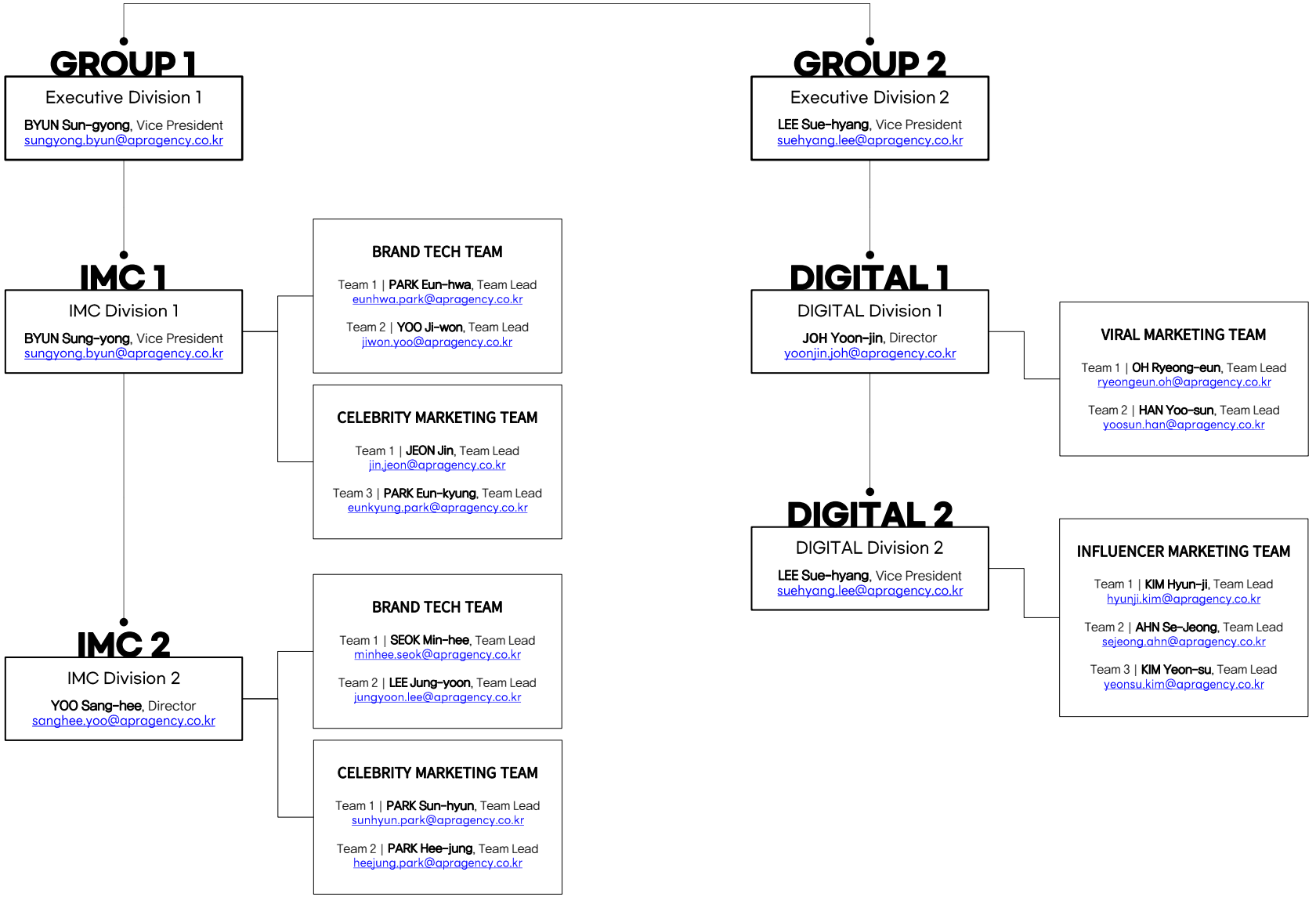


Multi-faceted Solutions

With deep experience and refined sensibilities cultivated across the fashion, beauty, and lifestyle sectors, we thoughtfully enhance brand value and deliver integrated marketing solutions that respond flexibly to changes in the market.

As an agency with a strong specialization in planning and executing a wide range of brand events, we take pride in being the only agency to have built unparalleled expertise—particularly in the execution of large-scale events for global brands.

Organizational Chart



Clients, Current Retainer

✚ Please refer to the list below for the brands currently managed by each team under retainer-based agreements.

★CELEBRITY MARKKETING ★BRAND TECH ★GLOBAL COMM.

A

- alexanderwang★★
- among★
- Atelier de LUMEN★

알렉산더왕
어몽
아틀리에루멘

B

- BARRIE★★
- BRUNELLO CUCINELLI★★
- BUCCELLATI★★
- BVLGARI★★

배리
브루넬로 쿠치넬리
부첼라티
불가리

C

- CANADA GOOSE★★
- CARVEN eyewear★
- CASETiFY★ #seeding
- CERRIC★
- Champion★
- CONVERSE★
- courrèges★★
- CURETTY★

캐나다 구스
까르뱅 아이웨어
케이스티파이
세릭
챔피온
컨버스
꾸레쥬
큐리티

D

- Dickies★
- Dr. Martens★★
- Dunst★

디키즈
닥터마틴
던스트

E

- EEREP★
- EMPORIO ARMANI★★
- ENFÖLD★
- ERDEM★★

이랩
엠포리오 아르마니
엔폴드
에르뎀

F G

- FINGER SUIT★
- G.HOPPER★
- GIORGIO ARMANI★★
- Golden dew★★
- GOLDEN GOOSE★★

핑거수트
지하퍼
조르지오 아르마니
골든듀
골든구스

H

- HOMME PLISSÉ★ ISSEY MIYAKE
- HUBLOT★★

옴므플리세 이세이미야케
위블로

https://www.aprpr.com/

Clients, Current Retainer

✚ Please refer to the list below for the brands currently managed by each team under retainer-based agreements.

★CELEBRITY MARKKETING ★BRAND TECH ♣GLOBAL COMM.

J

- Ivana Helsinki★
- J.LINDBERG★★
- JAEGER-LECOULTRE★★
- JAJU★
- JOY GRYSON★
- JOY GRYSON★ Jewelry
- JOY GRYSON★ Ready-To-Wear

이바나헬싱키
제이린드버그
예거르쿨트르
자주
조이그라이슨
조이그라이슨 주얼리
조이그라이슨 레디투웨어

K

- Kijun★
- KIMMATIN★
- KUME★

기준
킴마틴
쿠메

L

- LANG&LU★
- LARDINI★
- LE17SEPTEMBRE★
- LEMOK★
- LEVI´S★★
- LOEUVRE★
- LOEUVRE★ Bag
- LOOK OPTICS★
- Loro Piana★
- LOUIS VUITTON★★ Watch & Fine Jewelry
- Low Tide★
- lululemon★★

랭앤루
라르디니
르셉템버
르모크
리바이스
루에브르
루에브르 백
룩옵틱스
로로피아나
루이비통 워치&파인주얼리
로우타이드
룰루레몬

M

- MAN ON THE BOON★
- Margarin Fingers★
- Matin Kim★
- me★ ISSEY MIYAKE
- MICHAEL KORS★★
- MIKO★
- MONCLER★ News Release
- MOSCHINO★★
- MOUVE★
- mu:arvo★

맨온더분
마가린핑거스
마뗑킴
미 이세이미야케
마이클코어스
미꼬
몽클레르
모스키노
무브 아이웨어
무아르보

N

- NEPA KIDS★ #seeding
- NINE ACCORD★
- NOHANT★

네파 키즈
나인어코드
노앙

O

- ODD EYEWEAR★
- Off-White★ Bag
- Ouro★

오드아이웨어
오프화이트 백
아우로

P

- Phoebe Philo♣
- PIAGET★★
- PLEATS PLEASE★ ISSEY MIYAKE
- Pomellato★
- PROJEKT PRODUKT★
- PUBLIC BEACON★

피비 파일로
피아제
플리츠플리즈 이세이미야케
포멜라토
프로젝트 프로덕트
퍼블릭비컨

agency
https://www.aprpr.com/

Clients, Current Retainer

✚ Please refer to the list below for the brands currently managed by each team under retainer-based agreements.

★CELEBRITY MARKKETING ★BRAND TECH GLOBAL COMM.

R

- rag & bone★
- RECTO.★★
- RECTO. MENS★★
- Rick Owens★★

랙앤본
렉토
렉토 남성
릭오웬스

S

- S.T. Dupont★
- sacai★★
- SALTY PEBBLE★
- self-portrait★★
- Snappy Cuddle★
- SOLID HOMME★
- SWAROVSKI★★

에스.티.듀퐁
사카이
솔티페블
셀프포트레이트
스내피커들
솔리드 옴므
스와로브스키

T

- TORY BURCH★★
- TREEMINGBIRD★

토리버치
트리밍버드

U

- UNDER ARMOUR★★
- UNDERCOVER★★
  JUN TAKAHASHI
- UNGIMMICK★

언더아머
언더커버
언지미크

V W

- VACHERON CONSTANTIN★
- VERSACE★★
- WOOYOUNGMI★
- WOOYOUNGMI WOMAN★

바쉐론 콘스탄틴
베르사체
우영미
우영미 여성

Y

- Y-3★★
- Yohji Yamamoto★★

와이쓰리
요지 야마모토

Z

- ZADIG&VOLTAIRE★

쟈딕앤볼테르

team Brand-Tech

Media PR

since 2003

A Specialized PR Agency for Fashion & Lifestyle Brands	PR Activities Targeting Both Online and Offline Media	Paid Media Package Promotions & Advertising Management
Strategic Public Relations via Retainer Contracts	Short-Term PR Planning & Execution / Per-Project Services	Brand Event Planning & Execution, One-Off PR & Media Sessions

team Celeb Starmarketing Only

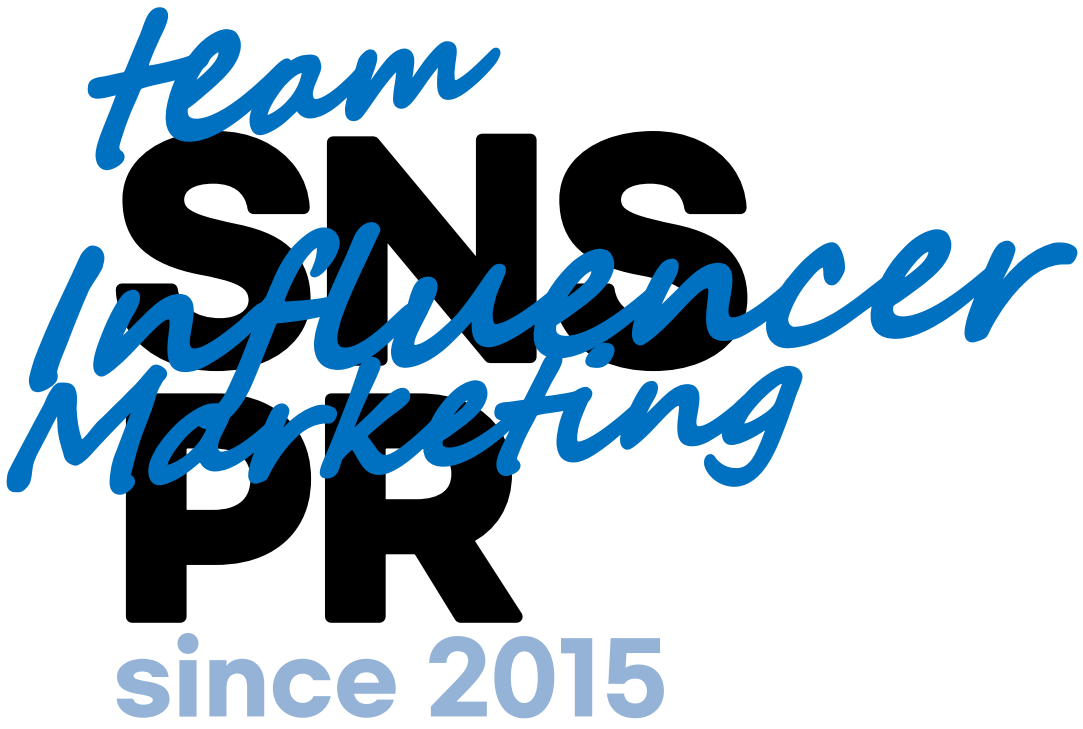
since 2008

Pioneering the Industry's First Dedicated Team System for Celebrity Relations	Comprehensive Planning Across Broadcast Channels & Online Schedules	Strategic Paid Product Placement (PPL) Planning & Execution
Seeding, Gifting & PPL Arrangement	Celebrity Booking for Shoots or Events & On-Site Management	Celebrity Interview Arrangement for Events

team Digital Online Viral PR

since 2010

The First Agency in the Industry to Establish a Fashion-Focused Viral Marketing Team	Optimized Viral Solutions Based on Digital Behavior Insights	Viral Marketing Powered by Online Networks
Agency-Operated Fashion-Specialized Content Production Channels	Retainer-Based Long-Term PR Planning & Execution	Per-Project Billing and One-Off Contract Options Available



The Industry's First Dedicated Social Media PR Team	The First Agency in the Industry to Secure and Manage Influencer Representation Contracts	A Diverse Influencer Database Beyond Exclusive Contracts
Brand-Optimized Influencer Recommendations	Influencer Paid Collaborations, Gifting & Event Invitations	Customized Proposals for Editorial & Lookbook Shoots with Influencers and Brand-Led Campaign Projects

https://www.aprpr.com/influencer

Integrated Marketing & Communications
IMC



Retainer

PR Direction
Scope of Services Aligned with Each Brand's PR Objectives

Contract
Contract Preparation Following Discussion of Contract Term

Execution
Product Seeding and Various Pitches Targeting Key Media

Reporting
Performance Reporting (Weekly or Monthly)

Project

Consultation
Alignment on Event Goals, Direction, and Scope of Services

Guest
Coordination of Project Timeline, Guest List & RSVP Management

PR Strategy
PR Angle Development, Media Pitching & Media Session Execution

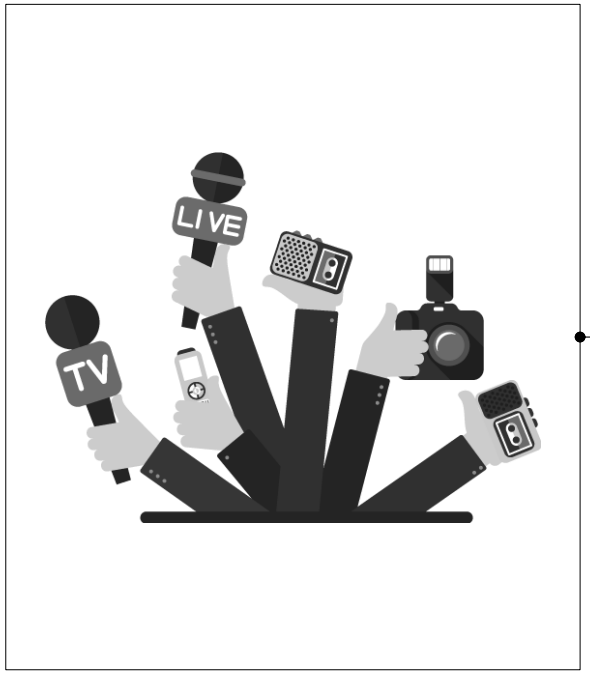
Execution
On-Site Event Execution & Post-Event Performance Reporting

Comprehensive PR Activities Targeting Media

- From strategic planning to hands-on execution, we deliver the full spectrum of PR services a brand may require.
- Beyond essential media relations, we plan and implement tailored PR strategies aligned with each brand's unique objectives.
- We proactively lead both one-off, project-based PR initiatives as well as events of all scales.
- Media sessions and photocalls for celebrity-attended events can also be arranged separately.

Strategic & Integrated Celebrity Marketing

CELEBRITY MARKETING



Retainer

PR Strategy
Consultation on Scope of Services Based on Brand PR Objectives

Contract
Contract Execution Following Agreement on Contract Term

Selection
Selection of Target Celebrities, Programs, and Channels

Product
Brand & Product Sponsorship, Seeding, and Gifting Execution

Project

Arrangement
Arrangement of Paid Exposure Across Broadcast Programs and SNS Channels

Casting
Event Invitations and Talent Coordination for Various Shoots

On-Site Care
On-Site Monitoring and Real-Time Management

Reporting
Performance Reporting

PR Across All Channels Featuring Celebrity Exposure

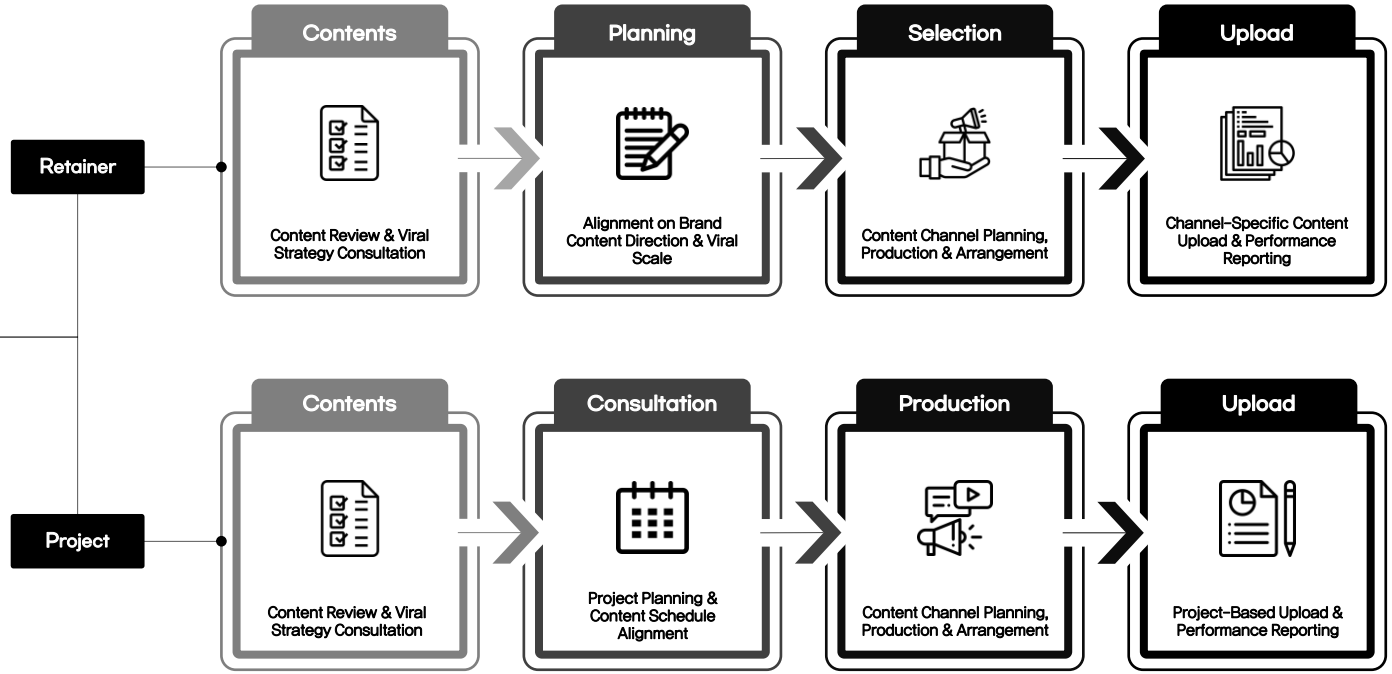
- We comprehensively design PR channels aligned with each brand's target audience and optimize strategies to maximize exposure results.
- We pursue proactive, all-encompassing publicity efforts to achieve multi-faceted visibility across channels.
- We arrange and manage PPL initiatives across media platforms, including broadcast networks and YouTube.
- From airport fashion to personal social media channels, we execute a wide range of paid exposure projects.

https://www.aprpr.com/star

Customized PR for Digital Platforms

VIRAL MARKETING





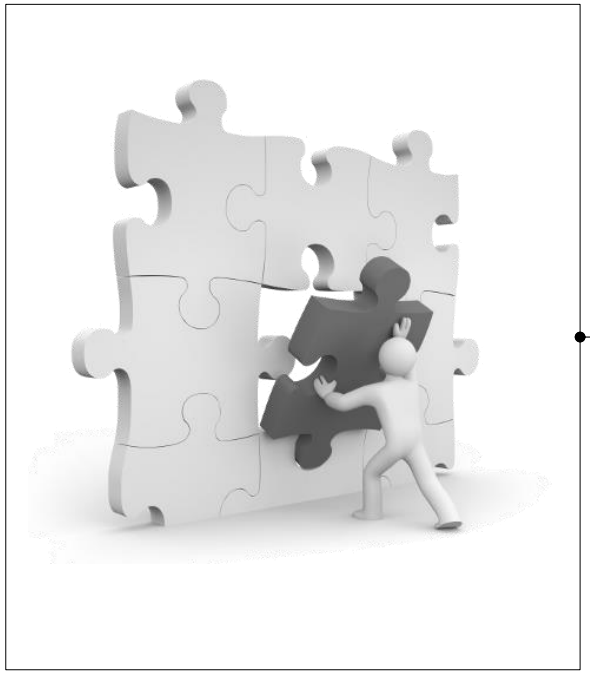
High-Impact Viral Marketing Across Digital & Social Media Channels

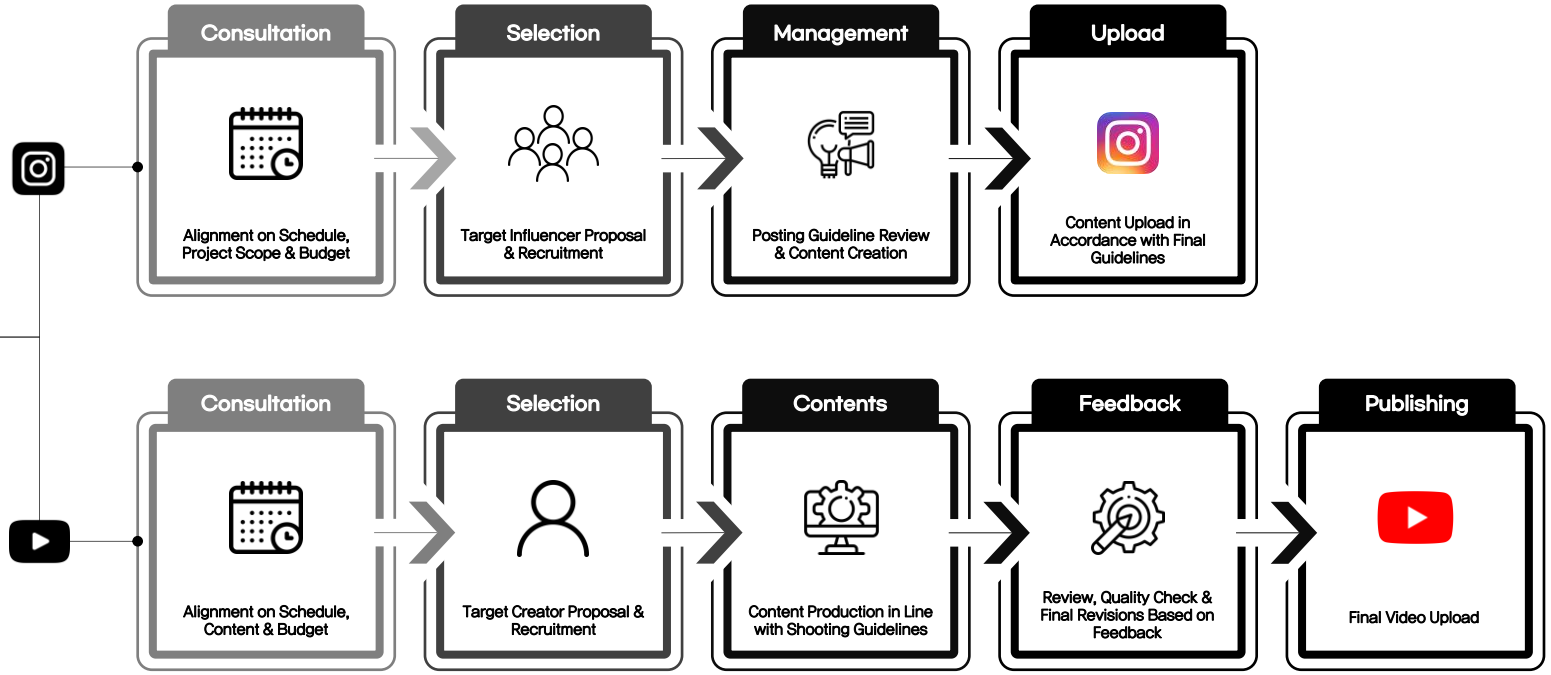
- We deploy the most effective digital channels based on the nature of each content.
- Responding swiftly to the rapidly evolving digital landscape, we propose and activate a wide range of digital channels—from major portal sites to social media platforms—to maximize content reach and amplification.

https://www.aprpr.com/viral

Trend-Driven New Solutions

INFLUENCER MARKETING





Influencer Marketing Business Centered on Digital Content

- APR Agency continuously pioneer new business areas in response to shifts in domestic fashion trends and market dynamics.
- Across diverse channels, we execute a wide range of influencer and YouTube marketing initiatives to drive growth and expansion.
- With expert insight into the fashion and lifestyle market, we propose tailored influencer and YouTuber matching solutions aligned with each brand's objectives.

https://www.aprpr.com/influencer

We deliver fully integrated online and offline PR campaigns for leading global brands including Chanel, Dior, Louis Vuitton, Gucci, Burberry, and Fendi, leveraging both media and influencer ecosystems. For events hosted by a diverse portfolio of domestic and international brands, we provide end-to-end media support—overseeing press trips, media invitations, and comprehensive pre- and post-event PR execution.

Since 2011, we have maintained an ongoing, project-based collaboration with Chanel. Notably, the Chanel Cruise Collection held at Dongdaemun Design Plaza (DDP) in 2015 marked the first global-scale Chanel event staged in Korea. Since then, our collaboration has continued across a wide range of initiatives, including brand exhibitions, the opening of Chanel's first flagship store in Seoul, as well as fashion shows, presentations, and press tours—demonstrating a long-term partnership built on consistent execution and trust.

- **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
- **2024** 23/24 Metiers D'Art Collection Presentation
- **2024** Yeol x Chanel Project
- **2024** 2024/25 Cruise Orchestration Event
- **2024** IDEA MUSEUM 〈Somewhere In Between〉 Symposium, Opening Reception
- **2025** Shinsegae Heritage Boutique Open Event
- **2025** 24/25 Metiers D'Art Collection Presentation
- **2025** Jeju Seasonal Boutique Open Event
- **2025** Yeol x Chanel Project
- **2025** IDEA MUSEUM 'Black Quantum Futurism: Time Zone Protocols'
- **2026** Métiers d'Art Collection Seoul Show



Dior

We deliver fully integrated online and offline PR campaigns for leading global brands including Chanel, Dior, Louis Vuitton, Gucci, Burberry, and Fendi, leveraging both media and influencer ecosystems. For events hosted by a diverse portfolio of domestic and international brands, we provide end-to-end media support—overseeing press trips, media invitations, and comprehensive pre- and post-event PR execution.

Since 2015, Dior has partnered exclusively with us across all brand events in Korea.Our collaboration has encompassed a broad spectrum of high-profile initiatives, including the opening of Dior's first flagship store in Korea, brand exhibitions, global fashion shows, and high jewelry events.In particular, we were responsible for PR execution and guest invitation management for Dior's 2022 Fall/Winter collection presentation held at Ewha Womans University—marking the brand's first-ever collection show staged in Korea.

- **2015** House of Dior Open Event
- **2015** Dior Mental Exhibition
- **2016** Dior Lady Dior As seen by Exhibition Cocktail Party
- **2016** Dior COLOURS Exhibition
- **2016~** Digital PR Retainer
- **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
- **2019** Dior High Jewelry, Fine Jewelry Press PT
- **2020** Dior X Rimowa Launching Event
- **2020** Dior High Jewelry, Fine Jewelry Press PT
- **2021** Dior High Jewelry, Fine Jewelry Press PT
- **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
- **2025** Dior Lady Art #9
- **2025** DIORIVIERA 2024 COLLECTION



LOUIS VUITTON

We deliver fully integrated online and offline PR campaigns for leading global brands including Chanel, Dior, Louis Vuitton, Gucci, Burberry, and Fendi, leveraging both media and influencer ecosystems. For events hosted by a diverse portfolio of domestic and international brands, we provide end-to-end media support—overseeing press trips, media invitations, and comprehensive pre- and post-event PR execution.

Since 2010, Louis Vuitton has collaborated with us across multiple projects.Beginning in 2019, our partnership has expanded to include a wide range of high-profile initiatives such as flagship store openings, Cruise shows, presentations, and pop-up store launches.
Most recently, we were responsible for PR execution and invitation design for the Louis Vuitton Pre-Fall 2023 collection show held on April 29, 2023, at Jamsu Bridge in Seoul.

- **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
- **2024** Watch Club
- **2024** Men's Fall Capsule Spring-Summer 2025 Collection by Pharrel Wiliams in Collaboration with Park Seo-Bo Foundation
- **2024** Louis Vuitton Maison Seoul Holiday Event
- **2025** Fine Jewelry Pop-up Event
- **2025** Louis Vuitton X Murakami Collection
- **2025** 25FW Men's Bag & Shoes Pop-up Event
- **2025** Le Café Louis Vuitton Open Event
- **2025** 25FW Women's Collection Pop-up Event
- **2025** High Jewelry Regional Event



GUCCI

We deliver fully integrated online and offline PR campaigns for leading global brands including Chanel, Dior, Louis Vuitton, Gucci, Burberry, and Fendi, leveraging both media and influencer ecosystems. For events hosted by a diverse portfolio of domestic and international brands, we provide end-to-end media support—overseeing press trips, media invitations, and comprehensive pre- and post-event PR execution.

Gucci and APR Agency share a long-standing relationship. From 2004 to 2012, we partnered annually on the brand's collection events and related celebrations.
Since 2020, our collaboration has continued through the execution of major exhibitions and high jewelry events, further reinforcing our enduring partnership with the brand.

- **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
- **2024** ROOF TOP CINEMA Event
- **2024** 'Cultural Month' Exhibition Special Preview



https://www.aprpr.com/performance

BURBERRY

We deliver fully integrated online and offline PR campaigns for leading global brands including Chanel, Dior, Louis Vuitton, Gucci, Burberry, and Fendi, leveraging both media and influencer ecosystems. For events hosted by a diverse portfolio of domestic and international brands, we provide end-to-end media support—overseeing press trips, media invitations, and comprehensive pre- and post-event PR execution.

Burberry has maintained an ongoing partnership with us across a wide range of high-profile initiatives.
Our collaboration includes multiple brand exhibitions, the opening of Burberry's Seoul flagship store, creative director visit projects in Korea, and large-scale events staged in Jeju and Busan—reflecting a long-term, trusted relationship.

- **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
- **2024** Art Space
- **2025** Art Space 〈Emotional Legacies〉 Exhibition Opening Event
- **2025** Festive Knight Bar



https://www.aprpr.com/performance



1 January 2026

DIOR Spring Summer 2026 Collection Event
@Dior Seongsu /7

LOUIS VUITTON Monogram 130th Anniversary Event
@Louis Vuitton Seoul Dosan Store /8

UNDER ARMOUR Apgujeong Brand House Renewal & Velociti Launch
@Under Armour Apgujeong Brand House /15-16

God's True Cashmere Pop-up Event
@SHINSEGAE, GANGNAM /16

CFCL Shinsegae Gangnam Pop-up Store Opening Event
@SHINSEGAE, GANGNAM /19

GUCCI La Famiglia Pop-Up
@THE HYUNDAI Seoul /23

Martin Kim Seongsu Flagship Store Opening Party
@Seongsu Flagship Store /27

TREEMINGBIRD Seongsu Flagship Store Opening Party
@Seongsu Flagship Store /27

LOEWE SS26 Press Presentation
@Fezh Hannam /28

PIAGET Watch Mastery Introducing 'The New Piaget Polo 79'
@LOTTE WORLD TOWER Boutique /29

GUCCI The Tiger Private
@Cheongdam CINECITY /30

2 February 2026

CERRIC SS26 Presentation
@Hannam Flagship Store /3

LOUIS VUITTON 2026FW Men's Trunk Edition Presentation
@Louis Vuitton Maison Seoul /5

BVLGARI Shinsegae Opening
@SHINSEGAE, THE MAIN /11

HUBLOT New Ambassador Party
@STRX HOUSE /12

Swarovski Idilia Charm Collection Event
@Swarovski Flagship Dosan Park /26

GELATO PIQUE Apgujeong Galleria Store Opening Event
@The Galleria WEST /26

3 March 2026

Recto 26SS Press Presentation
@Recto Flagship Store /4

lululemon Seoul 2026 Run Community Lounge Event
@Jamsil Lotte World Mall Arena /7

LE17SEPTEMBRE Flagship Opening Event
@Hannam Flagship Store /11

GELATO PIQUE The Hyundai Seoul Pop-up Opening Event
@THE HYUNDAI Seoul /23

Dr. Martens Dosan Store Opening Event
@Dr. Martens Dosan Store /26

Simone Rocha 2026 Spring-Summer Collection Pop-up
@SHINSEGAE, GANGNAM /26

TOM FORD BEAUTY Black Orchid Reserve Korea VIP Dinner
@FUTURA SEOUL /26

VOGUE KOREA 2026 VOGUE LEADERS PRE-OPENING
@Layer Studio 20 /27

TWELVE CAFÉ House of Shinsegae Cheongdam TWELVE CAFÉ Opening Event
@HOUSE OF SHINSEGAE CHEONGDAM /27

BRUNELLO CUCINELLI 26SS Cheongdam Flagship Store Presentation
@Brunello Cucinelli Cheongdam Flagship Store /27



4 April 2026

BRUNELLO CUCINELLI 26SS Cheongdam Flagship Store Presentation
@Brunello Cucinelli Cheongdam Flagship Store /1

THETOR 26SS POP-UP Store Event
@6 Yeonmujang 17-gil, Seongdong-gu /3

Kijun 26Summer Collection 'Palma Calling'
@Kijun Hannam Store /7

TREEMINGBIRD 26Summer Collection 'Unplanned Holiday'
@Seongsu Flagship Store /8

lululemon Golf Campaign
@PARNAS MALL /8

GELATO PIQUE Sanrio Collaboration Launch Event
@GELATO PIQUE GRAND MAISON HANNAM /8

UNDER ARMOUR HeatGear Elite Launch Event
@Under Armour Apgujeong Brand House /9

Swarovski Ariana Grande Capsule Collection Launch Event
@Swarovski Falgship Dosan Park /9

KUME 2026 S/S COLLECTION Presentation
@KUME Flagship Store /10

BIRKENSTOCK Pop-up Store Sketch
@Birkenstock Hannam Pop-up Store/14

CANADA GOOSE 2026 SS Presentation
@LCDC Seoul /15-16

GOLDEN DEW HERITAGE IN COLORS EVENT
@ARUMJIGI /24

J.LINDEBERG 30th Anniversary Event
@J.LINDEBERG Club House Seoul /28

5 May 2026

RALPH LAUREN Spring Summer 2026 Event
@SEOLHAEWON /6-8

EEREP 26SS Pop-up Store Opening Event
@Youthquake Jongno /8

alexanderwang Private Dinner Event
@Bium /8

CASETiFY Snappy™ Snap & Stick Collection Launch Event
@CASETiFY Seongsu Store /12

GUCCI GENERATION GUCCI COLLECTION Presentation
@GUCCI Flagship Store /12

BVLGARI ECLETTICA GALA EVENT
@VISTAWALKERHILL SEOUL /11-12

LOUIS VUITTON JP at Terrace Opening Party
@JP at Louis Vuitton LV The Place Seoul /13

HUBLOT Watches and Wonders 2026 New Collection Roadshow
@The Galleria EAST /13

Tiffany&Co. Bird on a Rock Presentation
@HAUSPC1 /13

LE17SEPTEMBRE Private Preview
@Hannam Flagship Store /14

ENFÖLD Galleria Store Opening Event
@The Galleria WEST /20

VUORI Wellness Event
@Positive Barre /22, 29

CHANEL Métiers d'Art 2026 Show in Seoul
@Pompidou Center Hanwha /26

CHANEL Métiers d'Art 2026 Collection Viewing
@KMCA Seoul /27

BREGUET Tradition Novelty Showcase
@STRX House /28

CASETiFY Tamagotchi x CASETiFY Launch Event
@CASETiFY Dosan Store /28

6 June 2026

VACHERON CONSTANTIN 2026 'Explore All-Ways Possible' Event
@MAISON 1755 SEOUL /4-5

GELATO PIQUE Sea Animal Collection Launch Event
@GELATO PIQUE Grand Maison Hannam /10

GOLDEN GOOSE FW26 Collection & New Lineup Preview
@Seoul Flagship Store /11

BAO BAO ISSEY MIYAKE Pop-up Event
@LOTTE DEPARTMENT STORE, Myeongdong Main /12

Matin Kim Seongsu Flagship Store Artist Exhibition Opening Party
@Matin Kim Seongsu Flagship Store /24

PIAGET ART OF COLOUR Pop-up
@SHINSEGAE, GANGNAM 1F The Stage /25

CASETiFY KPOP Demon Hunters x CASETiFY Collection Launch Event
@CASETiFY Seongsu Store /26



7 July 2026

lululemon Space To Feel Event
@Seosomun Shrine History Museum /1-2

EMIS Hongdae Flagship Store Opening Event
@EMIS Hongdae Flagship Store /2

MAN ON THE BOON CHEONGDAM VINTAGE MARKET
@MAN ON THE BOON Flagship Store /15

8 August 2026

VUORI DreamKnit Pop-up Store Opening Event
@Seongsu Pop-up Store /12

CHANEL YEOL x CHANEL Project
@YEOL Bukchonga /19

CASETiFY 'MAKE iT YOURS' Collection Launch Event
@CASETiFY Dosan Store /25

BVLGARI The 9th HIC ET MUNC! MUSIC FESTIVAL
@Seoul Arts Center - Concert Hall /26

CONVERSE Rubber Tracks Seoul Event
@Process ITW /26

EMPORIO ARMANI 26FWCollection & Emporio Armani 1981 Bag Launch Event
@EMPORIO ARMANI Cheongdam Store /28

CHANEL Idea Museum Opening Reception
@LEEUM Museum of Art /31

9 September 2026

TORY BURCH ROMY ACTIVATION Event
@LOTTE DEPARTMENT STORE, Jamsil /1

BVLGARI BVLGARI x Italy at FRIEZE: The Golden Trace Exhibition Event
@Ambasciata d'Italia Seoul /1

RECTO 2026FW Press Presentation
@REXTO Flagship Store /2

VACHERON CONSTANTIN Art of Time Exhibition Event
@MAISON 1755 SEOUL /2-4

BVLGARI BVLGARI x FRIEZE 〈Yagwang〉 Artist Talk
@COEX /3

LOEWE FRIEZE Week Cheongdam Night Event
@CASA LOEWE SEOUL /3

rag&bone Seongsu Pop-up Pre-Opening Event
@STAGE35 Seonsu /9

BRUNELLO CUCINELLI 2026FW Presentation
@Brunello Cucinelli Cheongdam Flagship Store /9

LOUIS VUITTON Seoul Dosan 'La Bibliotheque' Renewal
@Louis Vuitton Seoul Dosan Store /9

UNGIMMICK 2026 FW Presentation
@COVE THE JANGCHUNG /17

LEVI'S 'Levi's® Women's Experience FOR EVERY ORIGINAL' Pop-up Event
@Scène Seongsu /17-18

HUBLOT NEW LIMITED EDITION LAUNCH Event
@LOTTE DEPARTMENT STORE, Jamsil /18

GELATO PIQUE Lotte Department Store Jamsil Branch Opening Event
@LOTTE DEPARTMENT STORE, Jamsil /18

✚ For details on previous events and projects, please refer to our website.



1 January 2025

LOUIS VUITTON Louis Vuitton Tasaki Murakami Re-edition Launching
@Louis Vuitton Seoul Dosan /10

CASETiFY CASETiFY x Kuromi Dosan Exclusive Collection Event
@CASETiFY Dosan Store /13

LANCÔME Lancome Longevity Gala Dinner
@ANDERSON C Seongsu /15

DIOR DIOR LADY ART #9 PRESS PREVIEW
@House of Dior /16

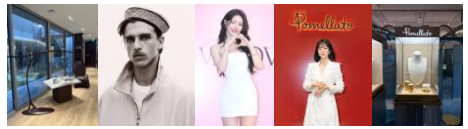


2 February 2025

VERSACE 25SS Collection Press Preview
@Gallery O Square /5

SALTY PEBBLE 25SS Pop-Up Opening Event
@TACT /26

lululemon Glow up™ Playground Event
@XYZ Seoul /28



3 March 2025

RECTO 2025SS Presentation Event
@RECTO Flagship Store /6

SWAROVSKI DOSAN WHITE DAY COLLECTION EVENT
@Swarovski Dosan Park /10

MAISON MARAIS 25SS 'Sensual Basic' Collection Presentation
@Hannam Store /12

Pomellato The Art of Nudo Pop-Up Event
@SHINSEGAE, GANGNAM /18

KUME 2025SS Presentation Event
@Flagship Store /20

VERSACE Shinsegae Store Opening Event
@SHINSEGAE, THE MAIN /21

BVLGARI SERPENTI INFINITI EXHIBITION
@FUTURA SEOUL /27

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4 April 2025

Low Tide SS25 Pop-Up Opening Event
@Hannam HA House /2

Kijun 25SS 'Endless Vacation' Presentation Event
@Hannam Store /8

CHANEL Shinsegae Heritage Boutique Open Event
@SHINSEGAE, THE HERITAGE /8

Wellendorff Wellendorff Private Event
@JOSUN PALACE, SEOUL GANGNAM /9

Margarin Fingers 2025 Mid Collection Presentation
@POP HANNAM /9

J.LINDBERG Clubhouse Seoul Event
@J.LINDBERG CLUBHOUSE SEOUL /11

ROMANCHIC 25SS pop-Up Opening Event
@HANNAM GOLDEN PIECE /16

CHANEL 2024/25 MDA Collection Presentation
@Seoul Flagship Store /22-24

alice+olivia 25SS Pop-Up Opening Event
@Hannam ZIP739 /23

alice+olivia Dinner with 'Stacy Bendet'
@10 Corso Como /24

LOUIS VUITTON Fine Jewelry Pop-Up Event
@LOTTE AVENUEL, Jamsil /25

rag&bone Shinsegae Department Store Opening Event
@SHINSEGAE, GANGNAM /29

PIAGET SIXTIE WATCH LAUNCH EVENT
@Hannam FEZH /30

Pomellato The Art of Nudo Pop-Up Opening in Seongsu
@Seongsu THE A /30



5 May 2025

CHANEL Jeju Seasonal Boutique Open Event
@JW MARRIOT RESORT&SPA, JEJU /12

GOLDEN GOOSE True-Star Launch & FW25 Journey Collection PRESSDAY
@Seoul Flagship Store /13

ENFANT RICHES DÉPRIMÉS SEOUL OPEN PARTY
@Seoul Flagship Store /22

LOUIS VUITTON Louis Vuitton x Murakami collection
@Louis Vuitton Seoul Dosan /22

LEVI'S Dosan Store Opening Event
@Dosan Store /23

CASETiFY Seongsu Grand Opening
@CASETiFY Seongsu Store /23

BREGUET 〈Crafting emotions for 250 years〉 Exhibition
@ANDERSON C Seongsu /26

VACHERON CONSTANTIN 'MAISON 1755 SEOUL' GRAND OPEN
@MAISON 1755 SEOUL /27-29

LOEWE 〈THE LOEWE PUZZLE BAG: AN ICON TURNS 10〉 Event
@CASA LOEWE Seoul /29

MangoManyPlease Hot Summer Event
@Flagship Store /29



6 June 2025

VACHERON CONSTANTIN 'MAISON 1755 SEOUL' GRAND OPEN
@MAISON 1755 SEOUL /5

lululemon Align 10th Anniversary Event
@LCDC Seoul /5

SACAI JOOPITER x SACAI x SEVENTEEN EVENT
@SACAI Sheongdam /9

HUBLOT Hublot Bigbang collection 20th anniversary event
@cociety /11

SALTY PEBBLE 25HS Pop-Up Opening Event
@Hannam MMNT /18

Golden dew New Icons Pop-up Event
@MM Seongsu /18

Jaeger-Lecoultre 1931 Polo Club Pop-up Event
@SHINSEGAE, GANGNAM/19

lululemon Media Sweat Session
@POSITIVE HOTEL /20

Wellendorff Launch Event
@The Galleria EAST /26

✚ For details on previous events and projects, please refer to our website.



7 July 2025

VERSACE 25FW Press Day
@CCCS Hannam /2

LOUIS VUITTON 25FW Men's Bag & Shoes Pop-up Event
@THE HYUNDAI Seoul /10

LOUIS VUITTON Le Café Louis Vuitton Open Event
@Louis Vuitton Maison Seoul /31



8 August 2025

LOUIS VUITTON 25FW Women's Collection Pop-up Event
@SHINSEGAE, GANGNAM /1

Till White Open Event
@THE HYUNDAI Seoul /6

CHANEL Yeol x Chanel Event
@YEOL Bukchonga /19

CASETiFY Crayon Shin-chan x CASETiFY Collection Pop-up Event
@LOTTE DEPARTMENT STORE, Myeongdong Main /20

LOUIS VUITTON High Jewelry Regional Event
@The Shilla Hotels & Resort, Yeong Bin Gwan Hall /22



9 September 2025

rag&bone Men's Hyundai Department Store Pop-up Event
@HYUNDAI DEPARTMENT STORE /1

CHANEL Idea Museum 'Black Quantum Futurism: Time Zone Protocols'
@LEEUM Museum of Art /1

BURBERRY Art Space 〈Emotional Legacies〉 Exhibition Opening Event
@BURBERRY SEOUL Flagship /3

RECTO 2025FW Presentation Event
@Flagship Store/3

CFCL Shinsegae Gangnam Pop-up Event
@SHINSEGAE, GANGNAM/4

LEVI'S Levi's Boutique Village Pop-up Event
@oneinamillion Hannam /4, 5 & 9

SCARPA Scarpa x Gore-Tex Kasina Dosan 'Mojito' Pop-up Event
@Kasina Dosan /5

VUORI Starfield Hanam Store Open Event
@Starfield HANAM/18

TREEMINGBIRD Mosaic Hannam Open Event
@MOSAIC HANNAM /25

TORY BIRCH 25FA COLLECTION EVENT
@HOUSE OF WILD Itaewon /25

TREEMINGBIRD Jamsil Lotte World Mall Open Event
@LOTTE DEPARTMENT STORE, Jamsil WORLD MALL /26

CASETiFY TAKASHI MURAKAMI x CASETiFY: FLOWERS BLOOM Private Event
@CASETiFY Dosan Store /26

BUCCELLATI Shinsegae Centumcity Boutique Opening Event
@SHINSEGAE, CENTUM CITY /26

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10 October 2025

SACAI Sacai x CARHARTT Event
@SACAI Cheongdam /2

IM MEN Shinsegae Gangnam Pop-up Event
@ SHINSEGAE, GANGNAM /2

Kijun 25FW Presentation Event
@Hannam Store /14

W Korea 20th LOVE YOUR W
@FOUR SEASONS HOTEL SEOUL /15

BREGUET 250 YEARS DINNER & NOVELTY EXHIBITION
@LOTTE DEPARTMENT STORE, Jamsil AVENUEL & SIGNIEL Grand Ballroom /16-21

KUME 2025AW Presentation Event
@Flagship Store/16

Golden dew GOLDENDEW x nalgae ahn sang-soo Exhibition Event
@ LOTTE DEPARTMENT STOR,E Jamsil AVENUEL /16

Low Tide Mosaic Hannam Open Event
@MOSAIC HANNAM /17

CHANEL LES SIGNATURES DE CHANEL
@SHINSEGAE, THE HERITAGE /20

GOLDEN GOOSE Golden Goose x Artist FOOL Press Day
@Seoul Flagship Store /21-22

SALTY PEBBLE Mosaic Hannam Open Event
@ MOSAIC HANNAM /23

gelato pique 1st Anniversary Event
@GELATO PIQUE GRAND MAISON HANNAM /23

CAMBRIDGE MEMBERS MOVERE x ROLIAT Pop-up Event
@THE SINGING PIG Seongsu /24

WOOYOUNGMI Flagship Store Opening Event
@Itaewon Flagship Store /28

UGG UGG x Sacai Collaboration & 25FW Collection Launch Event
@UGG DOSAN /30

TIFFANY&Co. with Love, Seoul
@ LOTTE DEPARTMENT STORE, Jamsil AVENUEL Plaza /31



11 November 2025

CERRIC Hannam Store Open Event
@Hannam Flagship Store /5

BVLGARI HOLIDAY DIVAS' DREAM POP-UP
@HYUNDAI DEPARTMENT STORE, Pangyo /7

TIFFANY&Co. Shinsegae Gangnam Renewal Opening
@SHINSEGAE, GANGNAM /25



12 December 2025

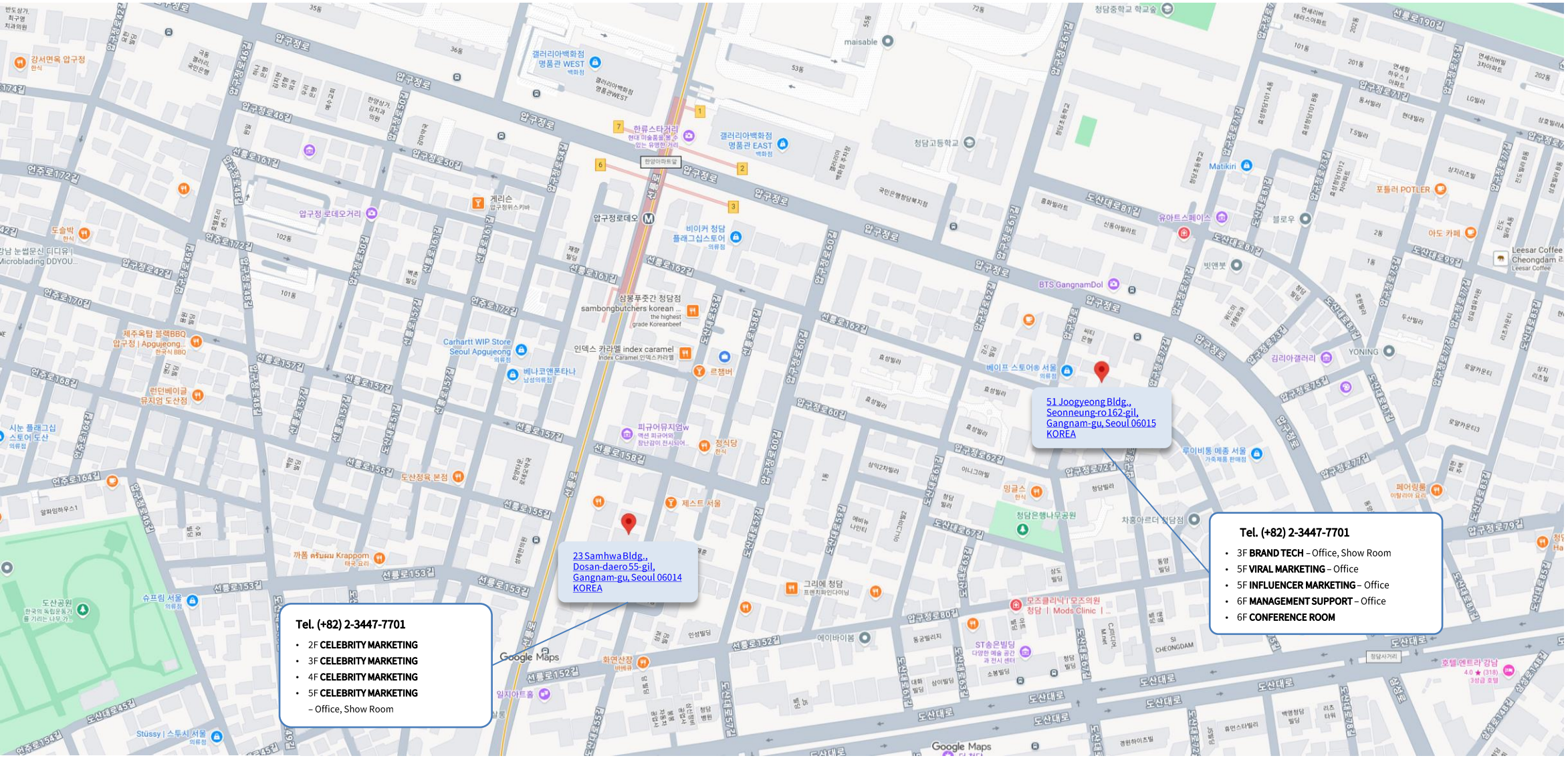
BVLGARI SHINSEGAE GANGNAM HOLIDAY DIVA'S DREAM POP-UP
@SHINSEGAE, GANGNAM /4

BURBERRY Festive Knight Bar
@lick sip Hannam /5

TWELVE House of Shinsegae TWELVE Wonder Bar & Kitchen Open
@HOUSE OF SHINSEGAE CHEONGDAM/12

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Location & Contact Information



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