

An aerial photograph of a city, likely Tokyo, viewed from a high altitude. The city is densely packed with buildings and infrastructure, with a river visible winding through it. The sky is filled with large, white, fluffy clouds that partially obscure the city below. The overall tone is bright and airy.

apr agency

www.aprpr.com

apragency ,

- 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.



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.

story

We believe in the
value of
authenticity

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

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.

progress

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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.

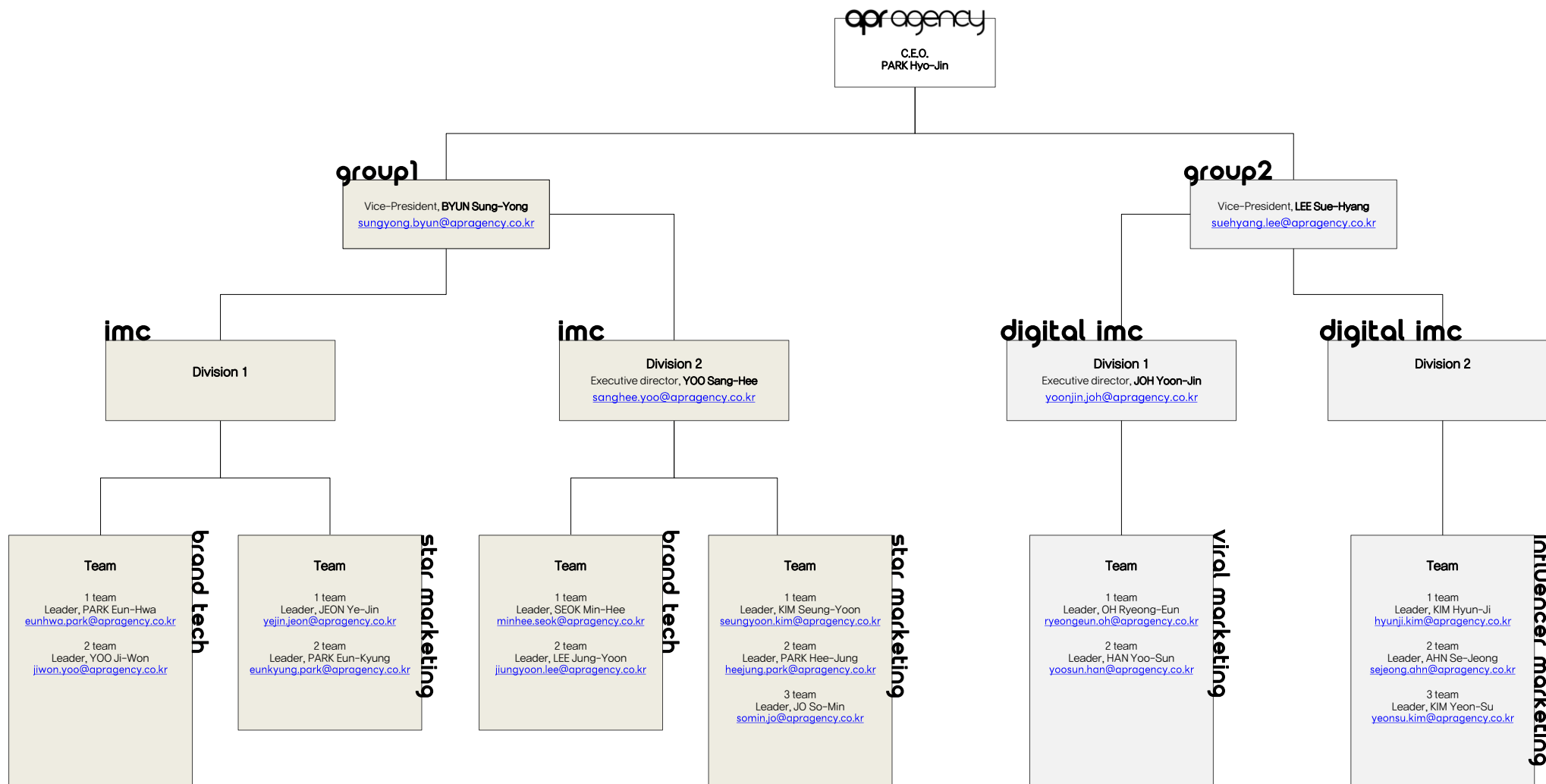
In particular, as the only agency with unrivaled experience in organizing large-scale events for global brands, we have special strengths in planning and executing various brand events.

Always thinking one step ahead, we plan and propose in-depth PR solutions and provide professional agency work for brands.

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- ✦ 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



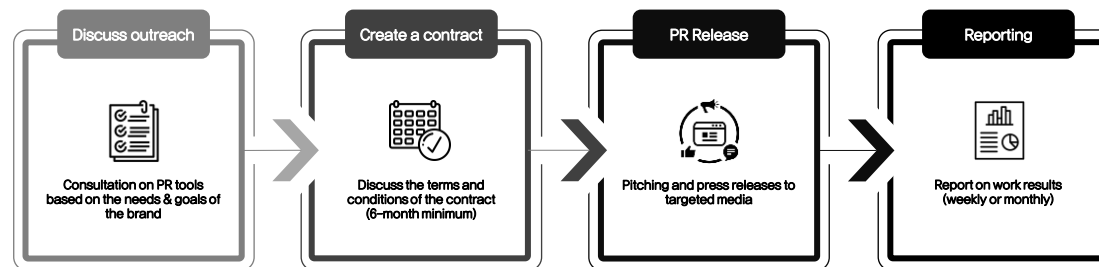
Create and execute a media outreach strategy

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

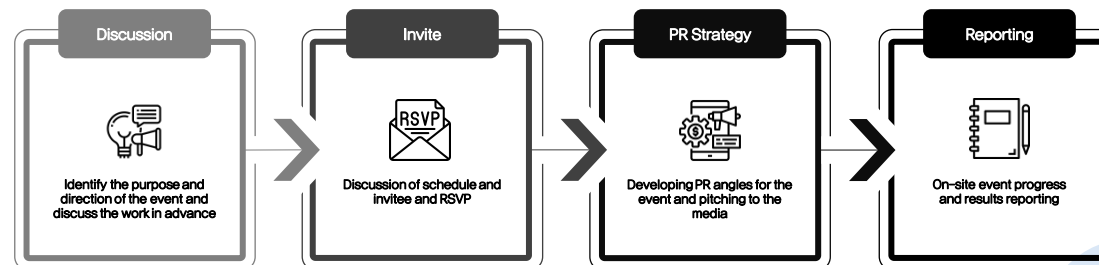
We plan and execute customized PR plans for each brand, including the most basic media outreach.

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



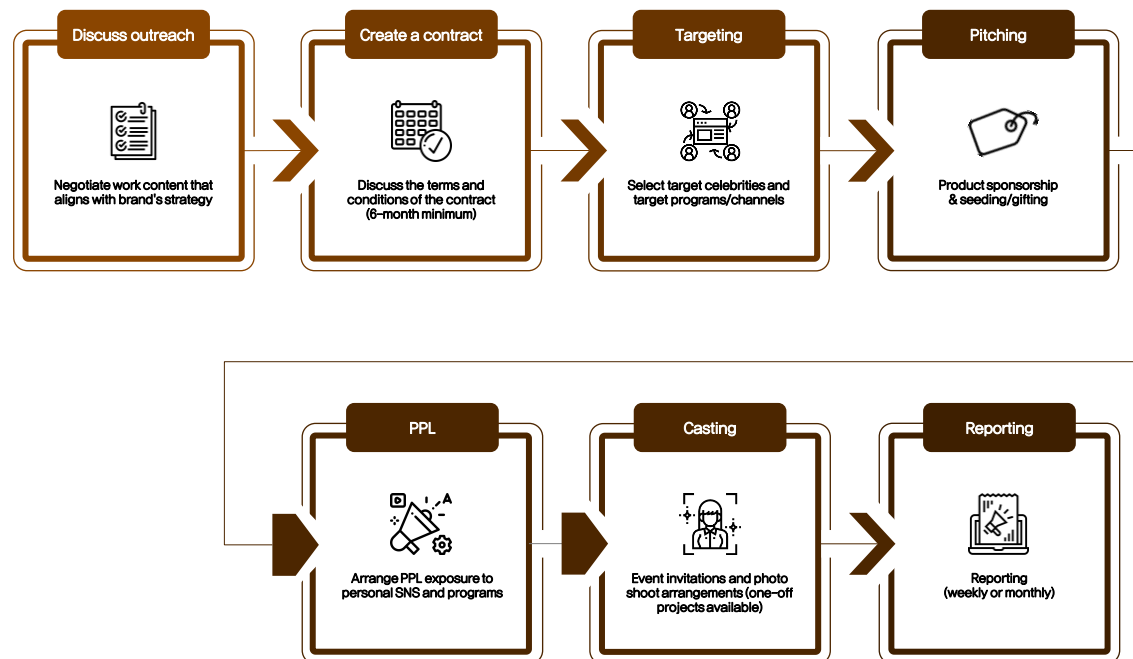
Build and execute a public relations strategy

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



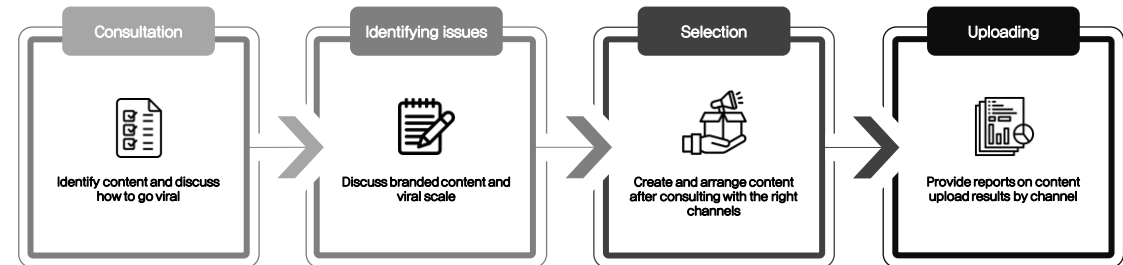
Promote through influential digital channels

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

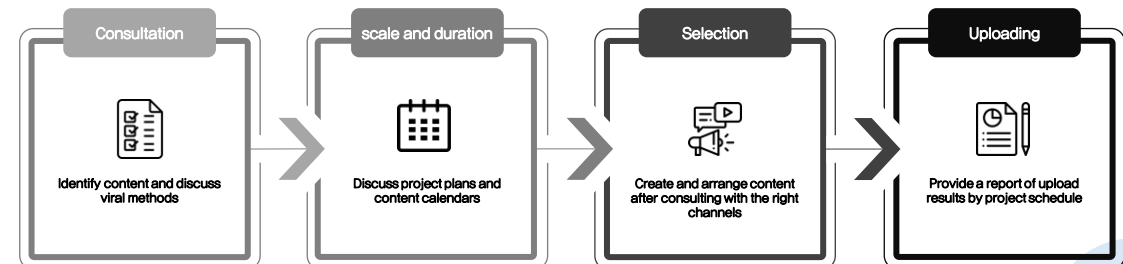
Operate efficient digital channels based on content.

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



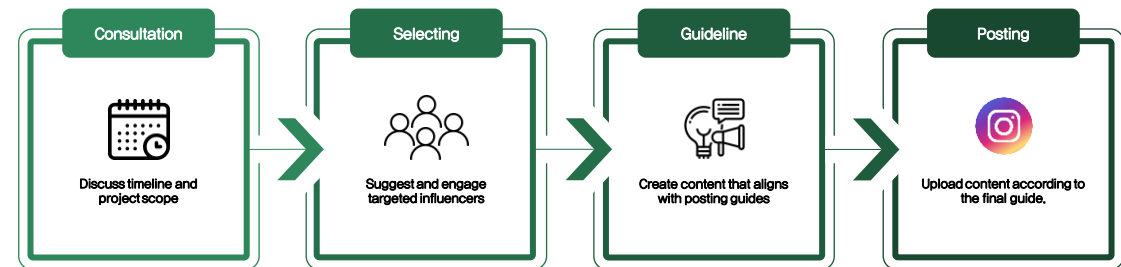
Digital content-focused marketing outreach

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

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2012



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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FOR



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/

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<https://www.aprpr.com/influencer>



www.aprpr.com

#

- 2-FaceOptical

투페이스옵티칼

A

- alice+olivia
- AMONG

앨리스앤올리비아
어몽

B

- BARRIE ★
- BREGUET ★
- BUCCELLATI ★
- BVLGARI ★

- ★ 배리
- ★ 브레게
- ★ 부첼라티
- ★ 불가리

C

- CARVEN eyewear
- CASETIFY #seeding
- Celitails
- CERRIC
- CONVERSE
- Courrèges
- CURETTY

까르뱅 아이웨어
케이스티파이
셀리테일즈
세릭
컨버스
★ 꾸레쥬
큐리티

D

- Dickies
- Dr. Martens ★
- Dunst

디키즈
★ 닥터마틴
던스트

E

- etmon

에트몽

F

- -

-

G

- gelato pique
- Golden dew ★
- GOLDEN GOOSE ★
- GRAYELINE

젤라또피케
★ 골든듀
★ 골든구스
그레이엘린

H	I	J	K	L	M	N	O
<ul style="list-style-type: none"> HOMME PLISSE ISSEY MIYAKE HUBLOT ★ 	<ul style="list-style-type: none"> Ivana Helsinki 	<ul style="list-style-type: none"> J.LINDBERG ★ JAEGER-LECOULTRE ★ JAJU Jean Paul Clarisse JOY GRYSON JOY GRYSON Jewelry JOY GRYSON Ready-To-Wear Juun. J ★ 	<ul style="list-style-type: none"> KAHARA KEEN Kijun KILO KIMMATIN KUME 	<ul style="list-style-type: none"> LANGNLU LEVI'S ★ LOEUVRE LOEUVRE Bag LOOK OPTICS LORO PIANA LOUIS VUITTON ★ Watch & Fine Jewelry Low Tide Lululemon ★ LUNAMUZ 	<ul style="list-style-type: none"> MAISON MARAIS Mango Many Please MARGARIN FINGERS Matin Kim MICHAEL KORS MMK ★ MIKO MOSCHINO ★ MOUVE eyewear mu:arvo MUSEE 	<ul style="list-style-type: none"> NEPA KIDS #seeding NINE ACCORD NOHANT NUMBER PROJECT 	<ul style="list-style-type: none"> ODD eyewear
옴므플리세 이세이미야케 ★ 위블로	이바나헬싱키	★ 제이린드버그 ★ 예거르쿨트르 자주 장폴클라리쎄 조이그라이슨 조이그라이슨 주얼리 조이그라이슨 레드투웨어 ★ 준지	카하라 킨 기존 카일로 킴마틴 쿠메	랭앤루 ★ 리바이스 루에브르 루에브르 백 룩옵틱스 로로피아나 ★ 루아비통 워치&파인주얼리 로우타이드 ★ 룰루레몬 루나루즈	메종마레 망고매니플리즈 마가린핑거스 마틴킴 ★ 마이클코어스 미꼬 ★ 모스키노 무브 아이웨어 무아르보 뮤제	네파 키즈 나인어코드 노앙 넘버프로젝트	오드아이웨어

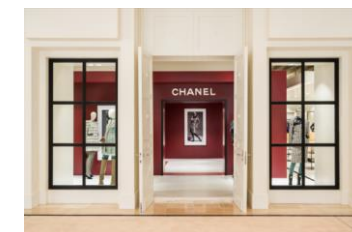
P	R	S	T	U	VW	Y	Z
<ul style="list-style-type: none"> PIAGET ★ Pomellato PROJEKT PRODUKT PUBLIC BEACON 	<ul style="list-style-type: none"> rag & bone RECTO. ★ RECTO. MENS ★ ROMANCHIC 	<ul style="list-style-type: none"> S.T. Dupont sacai ★ SALTY PEBBLE SCARPA self-portrait ★ Snappy Cuddle SOLID HOMME SWAROVSKI ★ 	<ul style="list-style-type: none"> THEILMA TORY BURCH ★ TOWAV TREEMINGBIRD 	<ul style="list-style-type: none"> UNDER ARMOUR UNGIMMICK 	<ul style="list-style-type: none"> VACHERON CONSTANTIN VERSACE ★ WOORYOUNGMI ★ WOORYOUNGMI WOMAN ★ 	<ul style="list-style-type: none"> YCH ★ 	<ul style="list-style-type: none"> ZADIG&VOLTAIRE
<p>★ 피아제</p> <p>포멜라토</p> <p>프로젝트 프로덕트</p> <p>퍼블릭비컨</p>	<p>랙앤본</p> <p>★ 렉토</p> <p>렉토 남성</p> <p>로맨시크</p>	<p>에스.티.듀폰</p> <p>★ 사카이</p> <p>솔티페블</p> <p>스카르파</p> <p>★ 셀프포트레이트</p> <p>스내피커들</p> <p>솔리드 옴므</p> <p>★ 스와로브스키</p>	<p>더일마</p> <p>★ 토리버치</p> <p>토와브</p> <p>트리밍버드</p>	<p>언더아머</p> <p>언지미크</p>	<p>바쉐론 콘스탄틴</p> <p>★ 베르사체</p> <p>★ 우영미</p> <p>★ 우영미 여성</p>	<p>★ 와이씨에이치</p>	<p>자딕앤볼테르</p>



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

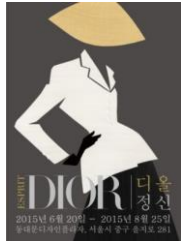
We have been working with Dior since 2015 on all their events.

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



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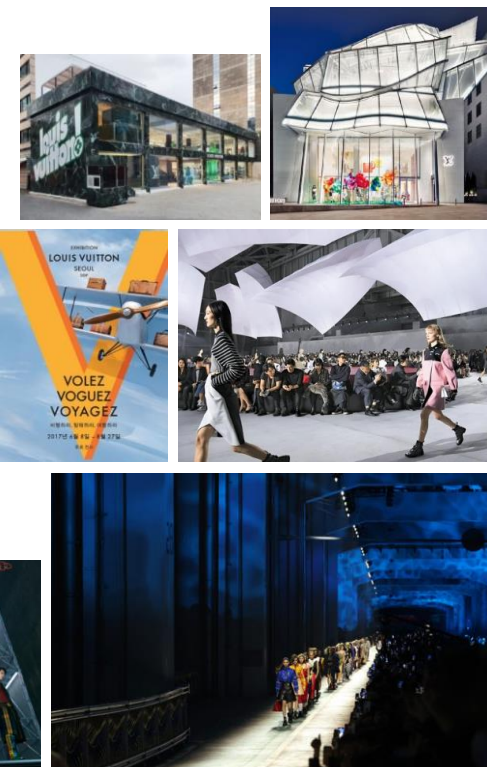
We have been working together on several projects since 2010.

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



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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.

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



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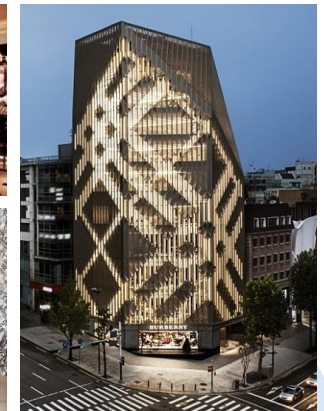
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BURBERRY

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



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

01 January 24



DIOR Dior Lady Art #8 Press Event
디올 레이디 아트 #8 전시 프레스 이벤트 @하우스 오브 디올

lululemon Myeong-dong Timewalk Store Opening Press Tour
룰루레몬 명동 타임워크 스토어 오픈 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 래디언스 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 @성수엠펙티

03 March 24



GUCCI ANCOORA POP-UP
구찌 앙코라 팝업 @갤러리아

GUCCI ANCOORA Exhibition Party
구찌 앙코라 전시-파티 @이태원 프로젝트

MACKAGE 2024 SS/FW PRESENTATION
맥카지 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

HUBLOT The Art of Fusion
위블로 더 아트 오브 퓨전 @금호 알베르

BURBERRY 24 SUMMER COLLECTION
버버리 24섬여 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 쇼룸

BVLGARI STUDIO EVENT
불가리 스튜디오 이벤트 @빛의 시어터

kuho plus STAGE 35 SEONGSU POP-UP
구호 플러스 스테이지 35 성수 팝업 @스테이지35 성수

Maison Margiela 24 CO-ED Collection Preview
메종마르지엘라 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 4SS THE HYUNDAI EVENT
랙앤본 24봄여름 더현대 매장 초청 행사 @더 현대

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

✦ For details on previous events and projects, please refer to 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
랑콤 땀 이틀 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 @분더샵 청담

CHANEL NUIT BLANCHE SEOUL
샤넬 루주 알튀르 팝업 @우일벤티빌딩

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

Low Tide & SALTY PEBBLE 24SS POP-UP
로우타이드 & 솔티페블 24봄여름 팝업 프라이뷰 @성수 HOUSE BY

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

LOUIS VUITTON Espace Louis Vuitton Exhibition Preview
루이비통 에스파스 루이비통 전시 프리뷰 행사 @루이비통 매종 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 '샤토 드 플로리' 이벤트 @플래그십 스토어

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

TORY BURCH 4SS 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 쇼룸

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 쇼룸

✦ For details on previous events and projects, please refer to 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, 섭외 및 현장 케어 @중국 상하이

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

HUBLOT Loves Summer Event
위블로 러브 섬머 이벤트 @반안트리 오아시스

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

08
August 24

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

HUBLOT Loves Summer Event - Influencer
위블로 러브 섬머 이벤트 @반안트리 오아시스 수영장

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

CHANEL CHANEL x YEOL
샤넬 예올 이벤트 @예올 북촌가

HUBLOT Loves Summer Event - Press
위블로 러브 섬머 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 & 캅테일 @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
마뎡킴 도산 플래그십 스토어 오픈 행사 @도산 플래그십 스토어

TASAKI 70th Anniversary Exhibition FLOATING SHELL
타사키 창립 70주년 플로팅 쉘 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 콩피드툴레아 팝업 행사 @콩피드툴레아

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

10 October24



BURBERRY ART SPACE

버버리 아트 스페이스 @버버리 서울 플래그십

GUCCI HIGH END

구찌 하이엔드 프레젠테이션 @조선 갤러리 강남

SANDY LIANG 24FW POP-UP

샌더리앙 24가을겨울 팝업 행사 @분다삼 청담

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 인 서울 @JW메리어트 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

헤르노 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 밍글링 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 November24



PUBLIC BEACON Decade of BEACON 2025 Main Collection Presentation

퍼블릭비컨 2025 메인 컬렉션 프레젠테이션 @한강소름

LOUIS VUITTON Dosan Store Renewal Event

루이비통 도산 스토어 리뉴얼 오프닝 이벤트 @도산 스토어

BVLGARI Official sponsorship of Bvlgari 'Caravaggio' Exhibition Press event

불가리 공식 협찬 - '빛의 거장 카라바조 & 바스크의 얼굴들' 전시 프레스 초대 @한가람 미술관

CHANEL WINTER TALE HOLIDAY ICE RINK

샤넬 윈터 테일 홀리데이 아이스링크 @잠실 롯데월드타워 아래나광장

CHANEL IDEA MUSEUM <Somewhere In Between> Symposium, Opening Reception

샤넬 아이디어 뮤지엄 <사이 어딘가에> 심포지움 오프닝 리셉션 @리움 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 헌칭 기념 파티 @디에디트

12 December24



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 Chiikawa POP-UP STORE EVENT

케이스티파이 x 치이카와 콜라보레이션 컬렉션 팝업 이벤트 @롯데백화점 본점

✦ More information is available on the website.

01 January25



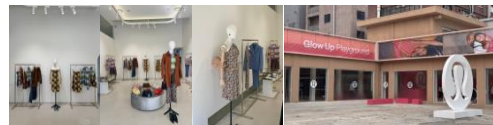
LOUIS VUITTON Louis Vuitton Tasaki Murakami Re-edition Launching
루이비통 무라카미 다카시 리에디션 런칭 이벤트 @루이비통 서울 도산

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 February25



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

SALTY PEBBLE 25SS Pop-Up Opening Event
솔티페블 25봄여름 팝업 오픈링 이벤트 @안국 TACT

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

03 March25



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

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

MAISON MARAIS 25SS 'Sensual Basic' Collection Presentation
메종마레 25봄여름 '센슈얼 베이직' 컬렉션 프레젠테이션 @한남 스토어

Pomellato The Art of Nudo Pop-Up Event
포멜라토 디 아트 오브 누도 팝업 이벤트 @신세계 강남

KUME 2025SS Presentation Event
쿠메 25봄여름 프레젠테이션 행사 @플래그십 스토어

VERSACE Shinsegae Store Opening Event
베르사체 신세계백화점 매장 오픈 이벤트 @신세계 본점

BVLGARI SERPENTI INFINITI EXHIBITION
불가리 세르펜티 인피니티 전시 이벤트 @푸투라 서울

✦ More information is available on the website.

04
April 2505
May 2506
June 25

Low Tide SS25 Pop-Up Opening Event

로우타이드 25봄여름 팝업 오픈닝 이벤트 @한남HA하우스

Kijun 25SS 'Endless Vacation' Presentation Event

기존 25봄여름 '엔들리스 베케이션' 프레젠테이션 행사 @기존 한남 스토어

CHANEL Shinsegae Heritage Boutique Open Event

샤넬 신세계 헤리티지 부티크 오픈 이벤트 @신세계 더 헤리티지

Wellendorff Wellendorff Private Event

벨렌도르프 프라이빗 이벤트 @조선갤리스 서울 강남

Margarin Fingers 2025 Mid Collection Presentation

마가린핑거스 2025 미드 컬렉션 프레젠테이션 @팝 한남

J.LINDBERG Clubhouse Seoul Event

제이린더버그 클럽하우스 서울 오픈 이벤트 @클럽하우스 서울

ROMANCHIC 25SS pop-Up Opening Event

로맨시크 25봄여름 팝업 오픈닝 이벤트 @한남 골든피스

alice+olivia 25SS Pop-Up Opening Event

앨리스앤올리비아 25봄여름 팝업 오픈닝 이벤트 @한남ZIP739

alice+olivia Dinner with 'Stacy Bendet'

앨리스앤올리비아 디자이너와 함께 하는 디너 @10고르소교도 카페

LOUIS VUITTON Fine Jewelry Pop-Up Event

루이비통 파인 주얼리 팝업 이벤트 @롯데 에비뉴엘 잠실

rag&bone Shinsegae Department Store Opening Event

랙앤본 신세계 강남점 오픈 이벤트 @신세계 강남

PIAGET SIXTIE WATCH LAUNCH EVENT

피아제 식스티 워치 런칭 이벤트 @한남 FEZH

Pomellato The Art of Nudo Pop-Up Opening in Seongsu

포멜라토 디 아트 오브 누도 팝업 오픈닝 인 성수 @성수 THE A

CHANEL Jeju Seasonal Boutique Open Event

샤넬 제주 시즌널 부티크 오픈 이벤트 @JW메리어트 리조트&스파 제주

GOLDEN GOOSE True-Star Launch & FW25 Journey Collection PRESSDAY

골든구스 25가을겨울 저니컬렉션 프리뷰 및 트루스타 런칭 행사 @서울 플래그십

ENFANT RICHES DÉPRIMÉS SEOUL OPEN PARTY

앙팡 리쉬 데프리에 서울 오픈 파티 @서울 플래그십

LOUIS VUITTON Louis Vuitton x Murakami collection

루이비통 x 무라카미 컬렉션 @루이비통 서울 도산

LEVI'S Dosan Store Opening Event

리바이스 도산 스토어 오픈 이벤트 @리바이스 도산 스토어

CASETIFY Seongsu Grand Opening

케이스티파이 성수 오픈닝 @케이스티파이 성수

BREGUET <Crafting emotions for 250 years> Exhibition

브레게 250주년 기념 전시 @앤다슨씨 성수

LOEWE <THE LOEWE PUZZLE BAG: AN ICON TURNS 10> Event

로에베 <퍼즐: 10년의 아이콘> 전시 오픈닝 @까사 로에베 서울

VACHERON CONSTANTIN 'MAISON 1755 SEOUL' GRAND OPEN

바쉐론 콘스탄틴 플래그십 '메종 1755 서울' 그랜드 오픈 @메종 1755 서울

MangoManyPlease Hot Summer Event

망고매니플리즈 핫 썸머 이벤트 @플래그십 스토어

VACHERON CONSTANTIN 'MAISON 1755 SEOUL' GRAND OPEN

바쉐론 콘스탄틴 플래그십 '메종 1755 서울' 그랜드 오픈 @메종 1755 서울

lululemon Align 10th Anniversary Event

룰루레몬 알라인 10주년 기념 이벤트 @LCDC 서울

sacai JOOPITER x SACAI x SEVENTEEN EVENT

사카이 x 주피터 x 세븐틴 이벤트 @사카이 청담점

HUBLOT Hublot Bigbang collection 20th anniversary event

위블로 빅뱅 컬렉션 20주년 기념 이벤트 @코사이더티

SALTY PEBBLE 25HS Pop-Up Opening Event

솔티페블 25핫 썸머 팝업 오픈닝 이벤트 @한남엠엔티

GOLDEN DEW New Icons Pop-up Event

골든듀 뉴 아이콘 팝업 이벤트 @MM성수

Jaeger-LeCoultre 1931 Polo Club Pop-up Event

예거 르골트르 1931 폴로클럽 팝업 이벤트 @신세계 강남

lululemon Media Sweat Session

룰루레몬 미디어 스웨트 세션 @포지티브 호텔

Wellendorff Launch Event

벨렌도르프 갤러리 부티크 오픈 론칭 이벤트 @갤러리아 EAST

✦ More information is available on the website.

07 July 25



VERSACE 25FW Press Day

베르사체 25가을겨울 프레스 데이 @CCCS한남

LOUIS VUITTON 25FW Men's Bag & Shoes Pop-up Event

루이비통 25가을겨울 남성 백앤슈즈 팝업 @더현대 서울

LOUIS VUITTON Le Café Louis Vuitton Open Event

루이비통 르 카페 루이 비통 오픈 이벤트 @루이비통 매점 서울

08 August 25



LOUIS VUITTON 25FW Women's Collection Pop-up Event

루이비통 25가을겨울 여성 컬렉션 팝업 이벤트 @신세계 강남점

Till White Open Event

틸화이트 카페 오픈 이벤트 @더현대 2층

CHANEL Yeol x Chanel Event

예울 x 샤넬 프로젝트 @예울 북촌가

CASETIFY Crayon Shin-chan x CASETIFY Collection Pop-up Event

짱구는 못말려 x 케이ستی파이 컬렉션 팝업 이벤트 @롯데 본점

LOUIS VUITTON High Jewelry Regional Event

루이비통 하이 주얼리 리저널 이벤트 @신라호텔 영빈관

09 September 25

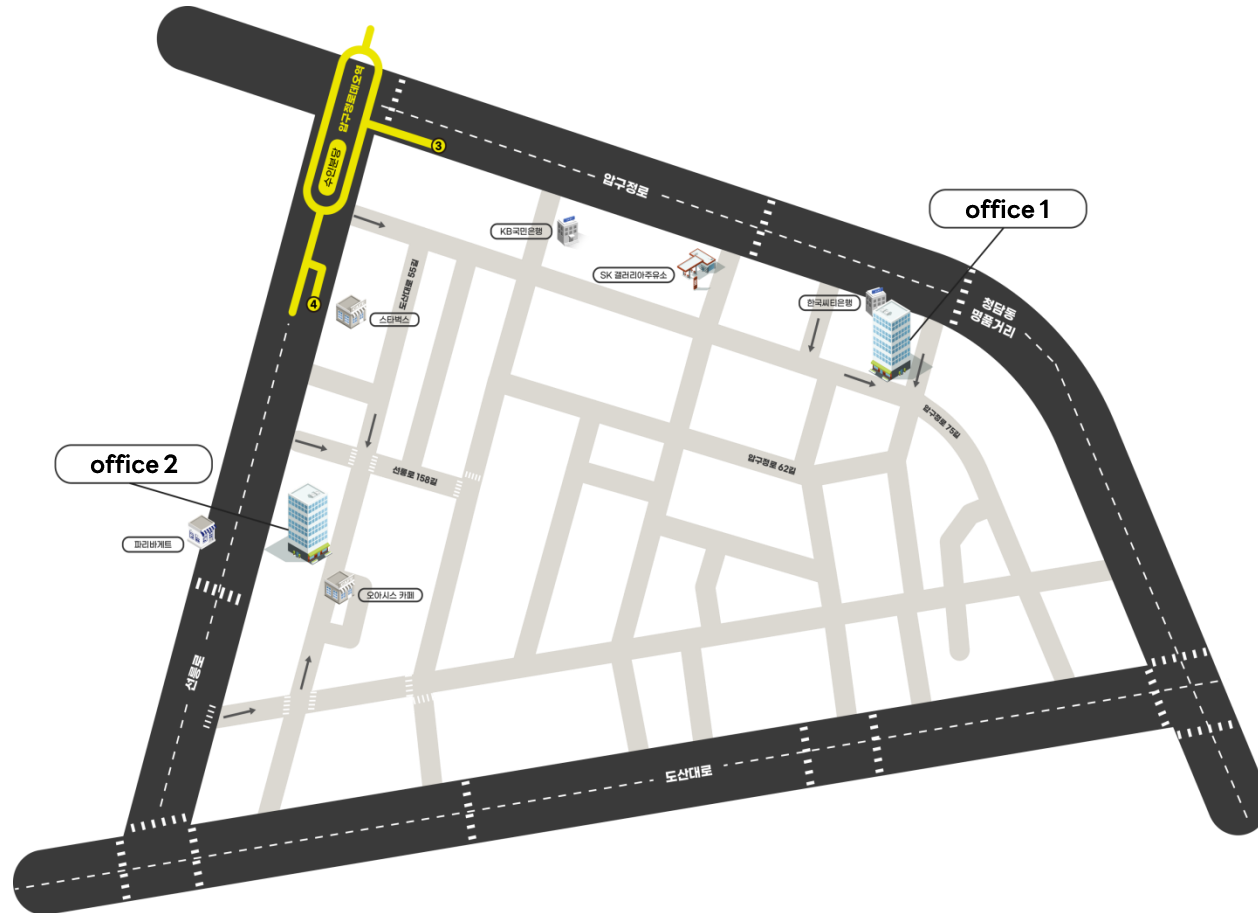


rag&bone Men's Hyundai Department Store Pop-up Event

랙앤본 현대백화점 본점 남성 팝업스토어 오픈 이벤트 @현대 본점

CHANEL Idea Museum 'Black Quantum Futurism: Time Zone Protocols'

샤넬 아이디어 뮤지엄 '블랙 퀀텀 퓨처리즘: 타임 존 프로토콜' @리움 미술관



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- 5F Influencer Marketing Teams - office
- 5F Digital Viral Marketing Teams - office
- 6F Conference Room

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

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