

complete K

SINCE 2005

Innovating Brand Excellence

Company Introduction



complete K is a brand & trend media agency dedicated to defining brand identity with clarity, enabling sustainable growth, and delivering integrated solutions that elevate long-term brand value.

Authenticity at the core.

Human creativity that technology cannot replace.

Our work is crafted by seasoned experts with refined sensibility and insight built on decades of experience.

Company Overview



Founded in 2005, **complete K** has partnered with global prestige brands to shape successful market entries, foster sustainable growth, and fuel innovation.

With two decades of expertise and deep market insight, we maximize brand equity and deliver differentiated success for our clients.

Core Competencies

Executional expertise that transforms brand essence into strategy, and strategy into measurable results.



In-depth Brand Strategy Development

Defining clear identity, core targets, and competitive advantage.



Integrated PR and Media Relations

Building awareness and credibility across online, offline, and social channels.



Data-Driven Digital Marketing

Expanding recognition and generating tangible results.



Empathetic Content Development

Storytelling and visuals that convey brand values with clarity.

Execution-Focused Strategic Capabilities

Specialized expertise in turning strategy into action, and operations into excellence.



Distinctive Event Planning & Management

Creative experiences that deepen customer connection.



Strategic Influencer Marketing

Authentic partnerships that amplify reach.



Crisis Management

Rapid, systematic response to protect brand reputation.



Advertising & Media Planning

Optimized channel mix and measurable campaign impact.



Sustainable Growth Consulting

ESG-driven strategies that build trust and long-term value.

Our Clients

Through strategic partnerships with leading names in beauty, fragrance, lifestyle, fashion, jewelry, and technology, **Complete K** has successfully delivered differentiated brand communications in the global prestige market.



Our Clients

Cosmetic

Aesop, Amorepacific, Bobby Brown, Bourjois, By Terry, Chanel, Chantecaille, Christian Dior, CNP Cosmetics, Clarins, Clinique, Darphin, Estee Lauder, Fresh, Guerlain, Hanskin, Hourglass, is Clinical, Jullai, Kate Somerville, Kim Sun Jin Cloe, Kinfolk Notes, La Mer, Laneige, La Prairie, La Perva (Aedes Des Venustas, Alma K, Natura Bisse, Eve Lom, Oribe, Perricone MD, Philip Martins, Phytorelax, Red Flower, Teeez, Verso, Vintners Daughter etc.) by Shinsegae International, Laura Mercier, Lyanature co, LG Ohui, MAC, Nails inc London, Omorovicza, Pinkpick, Plaza Hotel Spa Club, Pola, Older Mew, Royal Fern, Santa Maria Novella, Skeen+, Skin Ceuticals, SK-II, Vidivici, Wella

Perfume

Atelier Cologne, 100BON, Aramis and Designer Fragrances, Byredo, Diptyque, Edition de Parfums Frederic Malle, L'Atelier des Parfums (Chabaud, Etat Libre D'Orange, Maison Crivelli, Miller Harris, Ormonde Jayne), Maison Francis Kurkdijan, Matière Première, Parfums de Marly, Penhaligon's, Santa Maria Novella, Serge Lutens, Xerjoff

Fashion & Jewelry

Adidas, Aigner, A.Land, Argyle Pink, Ballantyne, Bluebell Group (Albertta Ferretti, Cacharel, Moschino), Breitling, Cartier, Chaumet, Damiani, David Yurman, Dimensione Danza, Ermenegildo Zegna, Fred, Furla, Genny, Gerard Darel, Harry Winston, H.Stern, Iceberg, J.press, JeromeDreyfuss, Kwanpen, Kenzo, Kenzo Homme, Lee Seung Jin, Lindberg Eyewear, Louis Vuitton, Lucie, Manolo Blahnik, Mila schon, Minelli, Mulberry, Myriam Schaefer, Nine West, Niwaka Japan, Piaget, Puma Black Label, Reebok, Rockport, Shinhwa Korea, Sonia Rykiel, Steven Webster, Swatch, Van Cleef & Arpels, Vitamin A, Villebrequin

Lifestyle

Astier de Villatte, Baker Furniture, The Laundress New York, Safely, Choimoon Artisan Flowers, Delifrance, Le Florum, Plants on the Shelf B&B Italia, Vi-Spring, Giorgetti, Giovanni Furniture Italy, Maxalto, Plaza Hotel, Hana SK Card, Hong Kong Tourism Board, Infini, Khee, KIA Motors, Laudemio, Lotte Duty Free, Poltrona Frau, Safely, Stonewall Kitchen The Showroom, S,sa English Apple Tree Nursery School Woori Investment & Securities Co.Ltd Private Banking, Woori investment securities Co, Yson Medical Corporation

Electronics & Science

LG Electronics, LG Chemicals, LG Electronics SK Telecom, SK networks, Samsung Camera, Samsung Electronics, Cyon

Our Services

Integrated creative solutions designed to expand brand potential, elevate equity, and deliver performance.

Brand Strategy & Positioning

Defining brand identity, target audience, and competitive advantage.

Public Relations & Media Relations

Securing impactful media coverage across online, offline, and social channels.

Digital Marketing & Social Media Management

Building brand presence and engaging audiences online.

Creative Content Development

Creating memorable brand experiences that connect with consumers.

Event Management

Creating memorable brand experiences that connect with consumers.

Our Services

Operation-focused services that execute brand strategies and translate them into sustainable results.



Influencer Marketing

Partnering with key influencers to amplify brand messaging.



Crisis Communications

Protecting brand reputation in challenging situations.



Sustainability/ CSR

Promoting sustainable practices and social responsibility to enhance brand trust and impact.



Advertising & Media Planning

Creating impactful advertising campaigns.

ESG

EcoVadis Certified Company

We are certified by **EcoVadis**,
the global sustainability assessment platform,
for excellence in environment,
labor & human rights, ethics, and
responsible procurement.

ESG values are embedded at the core of
our operations, strengthening global
competitiveness and trust with
clients and partners worldwide.



Strategic Platforms

An art & lifestyle platform by Complete K that advocates sustainability and conscious consumption.

Green is Perfect

VIHREÄ - the sensibility of green in the city.

We envision a city in harmony with nature.

Conscious choices for the environment become mindful choices for ourselves, shaping a healthy, slow lifestyle that celebrates balance and well-being.

Green is the New Standard

Begin a daily life where green breathes, together with VIHREÄ.

VIHREÄ is an art & lifestyle project that advocates sustainability and conscious consumption while coexisting with urban nature.

By collaborating with like-minded artists and brands, we explore diverse ways to harmonize city living with the natural world.

VIHREÄ
Green is the New Standard
SEOUL

Strategic Platforms



🎯 How We Operate

▪ As a Brand

- **Value Proposition**
 - Provide philosophical direction based on circular value, slow living, and conscious consumption.
 - Offer a sensorial interpretation of sustainable living and propose new standards.
- **Product Development**
 - Plan and develop lifestyle product lines infused with brand philosophy.
 - Operate brand items that combine aesthetics with sustainability.
- **Content Curation**
 - Develop brand content through refined messaging and visual language.
 - Execute online and offline communications that reflect a consistent brand universe.
- **Identity Building**
 - Manage visual identity integrating brand philosophy and aesthetics.
 - Deliver holistic brand expression encompassing language, imagery, and experience.

▪ As a Platform

- **Collaboration Planning**
 - Curate collaborative projects in art, design, and sustainable lifestyle.
 - Plan and operate joint initiatives with brands, creators, and local partners.
- **Content Execution**
 - Plan and implement exhibitions, pop-ups, and urban intervention programs.
 - Produce storytelling content grounded in offline experiences.
- **Community Connection**
 - Build sustainable networks among creators, producers, thinkers, and consumers.
 - Operate a community-based platform where sensibility and value coexist.
- **Cultural Diffusion**
 - Raise awareness of sustainability in everyday life.
 - Expand platform-based initiatives to foster a balanced lifestyle culture.

Strategic Platforms

●● Signature Projects

- **Phyton Touch Collection (2020-2023)**
 - A natural hygiene care line using rare pine-derived ingredients, offering nature-based wellness solutions during the pandemic.

VIHREÄ
Green is the New Standard
SEOUL



Strategic Platforms

●● Signature Projects

- **VIHREÄ on the Shelf (2021)**
 - A botanical pop-up reinterpreting forest bathing rituals in urban spaces, in collaboration with PLANTS ON THE SHELF.

VIHREÄ
Green is the New Standard
SEOUL

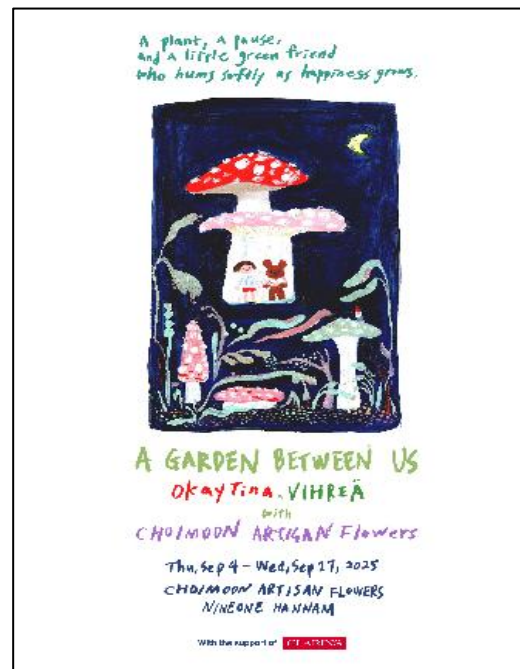


Strategic Platforms

●● Signature Projects

- **A Garden Between Us (2025)**
 - A sustainable greenery project that circulates the ephemeral beauty of flowers and celebrates the value of companion plants, in collaboration with Choimoon Artisan Flowers and OKTINA, supported by Clarins Korea.

VIHREÄ
Green is the New Standard
SEOUL



Recent Clients_Beauty

Clients

CLARINS

Europe's No.1 French cosmetics MPR communications

Effective MPR activities & diverse Press Events & Sales Promotions in-progress



CLARINS

Clients

EDITIONS DE PARFUMS FREDERIC MALLE

High-end niche perfume house in collaboration w/ top perfumers since 1999 Edition de Parfums Frederic Malle MPR communications

Effective MPR activities & diverse Press Events & Sales Promotions in-progress



EDITIONS DE PARFUMS
FREDERIC MALLE

Clients

PARFUMS DE MARLY

The Haute Perfumery Maison, Parfums de Marly, created by Julien Sprecher

Successful brand localization & copywriting

Launch events completed, ongoing PR



PARFUMS de MARLY
PARIS

Clients

MATIÈRE PREMIÈRE

Prestige Perfume brand Matière Première MPR communications

Successful brand localization & copywriting

Launch events completed, ongoing PR



MATIERE
PREMIERE

Clients

POLA

Japanese premium prestige cosmetics MPR communications

Effective MPR activities & diverse Press Events Promotions



POLA

Clients

CHANTECAILLE

New York premium cosmetics developing new VIP channels through on/offline promotions

Chantecaille Korea launching set-up & PR Communications

Effective Online PR activities & diverse VIP Outreach Promotions



CHANTECAILLE

Clients

MAISON FRANCIS KURKDJIAN

Prestigious perfume brand Maison Francis Kurkdjian MPR communications

Effective MPR activities & diverse Press Events & Sales Promotions



Maison
Francis Kurkdjian
Paris

Clients

L'ATELIER DES PARFUMS

High-end niche perfume boutique operated by Bluebell Group

Effective PR activities & copywriting, MPR, press & VIP events



L'ATELIER DES PARFUMS

Clients

100BON

The first French vegan perfume house dedicated to the 100% natural ingredient

PR activities & copywriting, MPR, press & VIP events



100BON

Clients

BYREDO

Global iconic niche perfume brand leading the 'Nordic Chic Trend'

Effective PR activities yielding visible sales results

MPR plus diverse Press Events & Sales Promotions



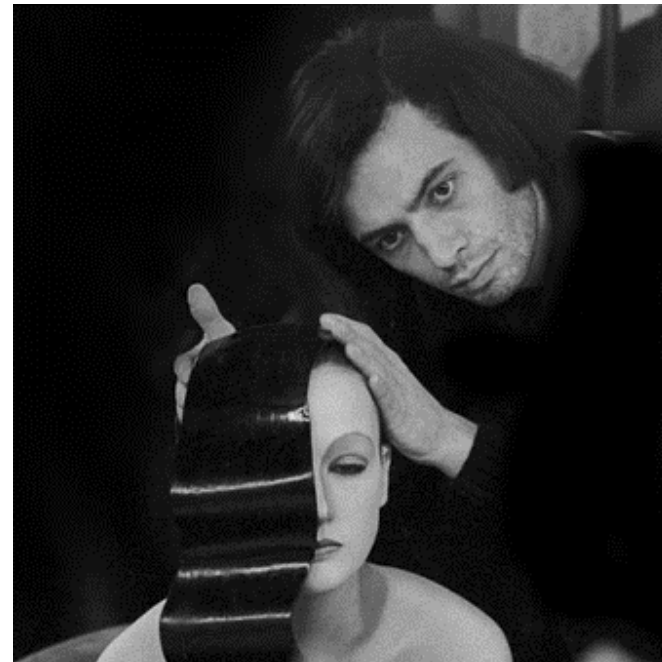
BYREDO

Clients

SERGE LUTENS

Prestigious cosmetics Serge Lutens MPR communications

Effective MPR activities & diverse Press Events & Sales Promotions



SERGE LUTENS 

Clients

SANTA MARIA NOVELLA

Italian prestigious cosmetics brand SANTA MARIA NOVELLA w/ natural fragrances & colors on body, hair, skin products

Effective PR activities & diverse SNS applications



Clients

KINFOLK NOTES

New slow beauty brand from Kinfolk. Designed in Denmark, inspired by Parisian scents and Korean beauty

Media Day (2022)



KINFOLK
NOTES

Clients

ATELIER COLOGNE PARIS

French niche perfume brand owned by the L'ORÉAL Group

Successful launching w/ set-up, copywriting, MPR, press & VIP events



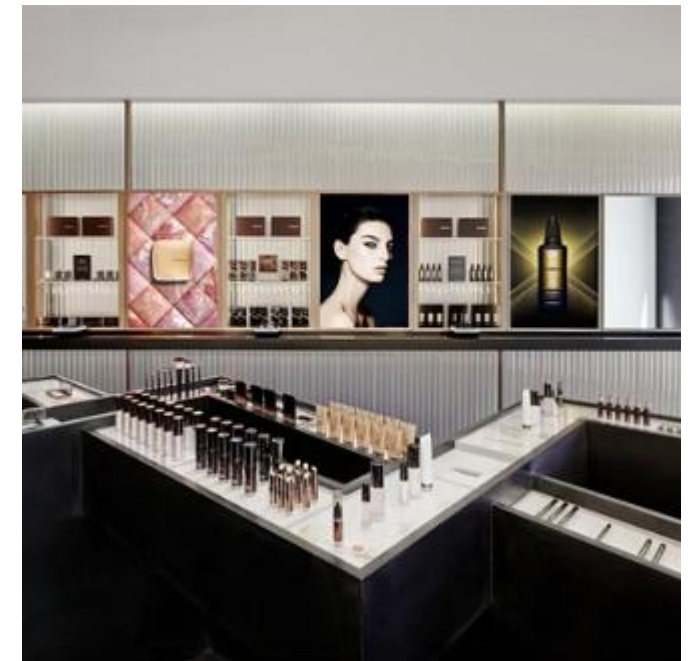
Atelier
Cologne
PARIS

Clients

HOURGLASS

Luxury performance make-up brand HOURGLASS PR communications

Effective PR activities & diverse SNS applications



HOURGLASS

Clients

LA PERVA by SHINSEGAE INTERNATIONAL

Multi-beauty brand representing globally prestigious/exquisite & trendy cosmetic brands

Successful launching w/ set-up, MPR, Press & VIP events in-progress for brands w/ high scarcity value brands such as NATURA BISSÉ, IS CLINICAL, ORIBE, ALQVIMIA, AEDES DE VENUSTAS, NAILS INC, VERSO, SANTA MARIA NOVELLA, PERRICONE MD, THE DIFFERENT COMPANY, & LE CERCLE



Clients

ROYAL FERN

German premium cosmetics MPR communications

Effective Online PR activities & diverse VIP Outreach Promotions



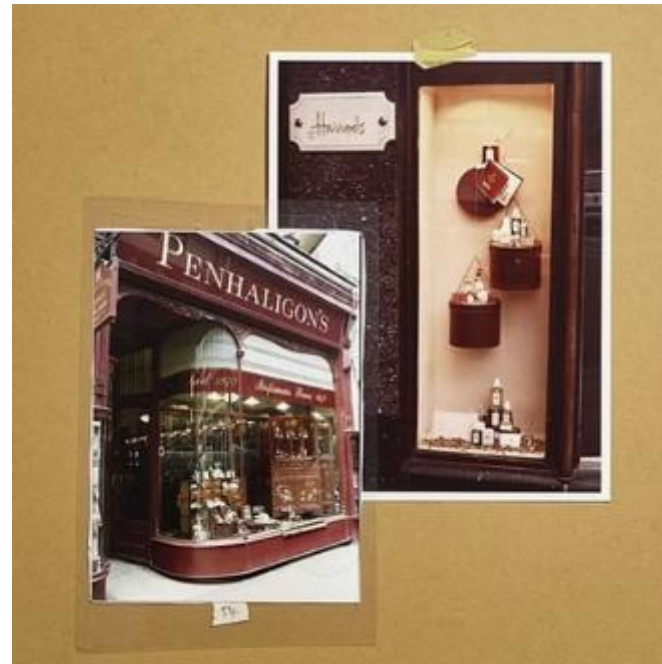
ROYAL FERN
DR. TIMM GOLUEKE

Clients

PENHALIGON'S

British perfumery established in 1870 w/ additional bath & body care products

Effective PR activities & diverse Press Events & Sales Promotions



PENHALIGON'S
EST. LONDON 1870

Clients

KATE SOMERVILLE

L.A. custom designed skincare products by Kate Somerville

Successful brand launching w/ set-up & PR activities handled



Kate Somerville®

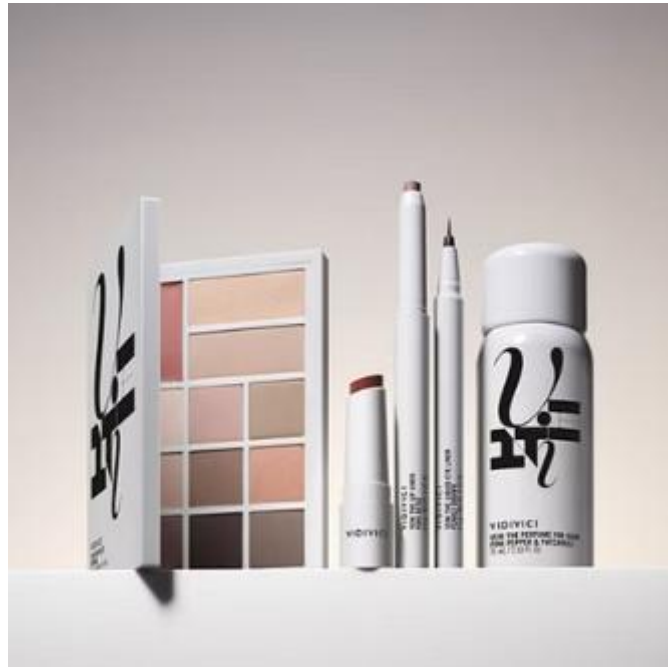
Clients

VIDIVICI

High performance cosmetics brand w/ modern classic & sensuous elegance

Effective PR activities yielding visible sales results.

MPR plus diverse Press Events & Sales Promotions



VIDIVICI

Clients

LYANATURE

Naturalism based pure botanic skincare brand made by Asia renowned actress Lee Young Ae

Successful MPR activities & customer events



Lyañature co.

Clients

JULLAI

Global cosmetics brand w/ 12 superfood ingredients in body, hair, skin products

Effective PR activities & diverse Press Events & Sales Promotions



JULLAI

Clients

OLDER MEW

The first bio company to patent 'edible mucin' AGE AT LAB's premium inner beauty brand with low-molecular mucin

Effective PR activities & copywriting, MPR



oldernew

Recent Clients_Jewelry & Fashion

Clients

FRED

LVMH group French high-jewelry brand, 'Modern Jewelry Creator' founded in 1936

Effective PR activities & copywriting, MPR



FRED

Clients

VAN CLEEF & ARPELS

French jewelry, watch, and perfume company founded in 1896

Effective PR activities & copywriting, MPR



Van Cleef & Arpels

Clients

LUCIE by NIWAKA JAPAN

Contemporary Haute Couture jewelry brand, 'Artisan Spirit of Kyoto'

Effective PR activities & copywriting, MPR



LUCIE

Clients

CHAUMET

LVMH group French high-jewelry & watch brand

Effective PR activities & copywriting, MPR



Clients

STEPHEN WEBSTER

London-based contemporary fine jewelry brand

Effective PR activities & copywriting, MPR



STEPHEN WEBSTER

LONDON

Clients

HSTERN

Latin America's leading jeweler. Recognized for its unique and innovative jewelry collections.

Effective PR activities & copywriting, MPR



Hstern

Clients

DAVID YURMAN

Innovative designs from American's foremost luxury jewelry and timepiece.

Effective PR activities & copywriting, MPR



DAVID YURMAN

Clients

VILEBREQUIN

French Saint Tropez born prestigious swimwear brand

Effective PR activities & copywriting, MPR



Recent Clients_Lifestyle

Clients

SAFELY

Vegan & eco-friendly lifestyle brand by Kris Jenner

Effective PR activities & copywriting, MPR



Clients

INFINI

Lifestyle brand w/ exclusivity on global most prestigious furniture brands. B&B ITALIA, VISPRING, MAXALTO, Poltrona Frau, etc

Effective PR activities & copywriting, MPR



Infini

Clients

THE LAUNDRESS

Sophisticated, eco-conscious lifestyle brand THE LAUNDRESS MPR communications

Effective PR activities & copywriting, MPR



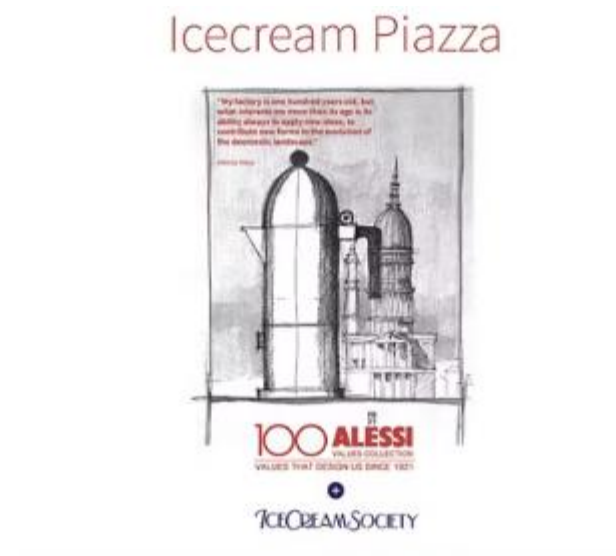
THE LAUNDRESS
NEW YORK

Clients

THE SHOWROOM

Lifestyle showroom w/ global most prestigious design brands. VITRA, CASSINA, HERMAN MILLER, FLOS etc.

Effective PR activities & copywriting, MPR



the **showroom**

Clients

ASTIER DE VILLATTE

World renowned charming, one of a kind French lifestyle brand

Effective PR activities & copywriting, MPR



ASTIER de VILLATTE

Clients

KHEE

Premium soju brand created by Korean-born global cultural celebrity Eva Chow

Effective PR activities & copywriting, MPR



KHEE

Clients

CHOIMOON ARTISAN FLOWERS

A haute couture flower atelier leading high-end floral design in Korea

Effective PR activities & copywriting, MPR



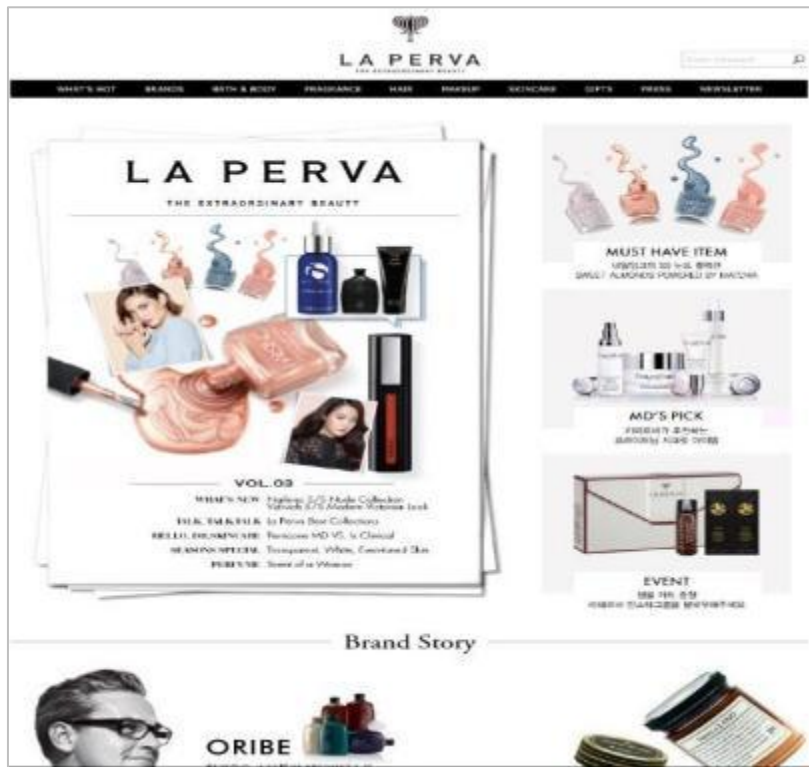
CHOIMOON
ARTISAN FLOWERS

References_Activities

References

Webpage Management

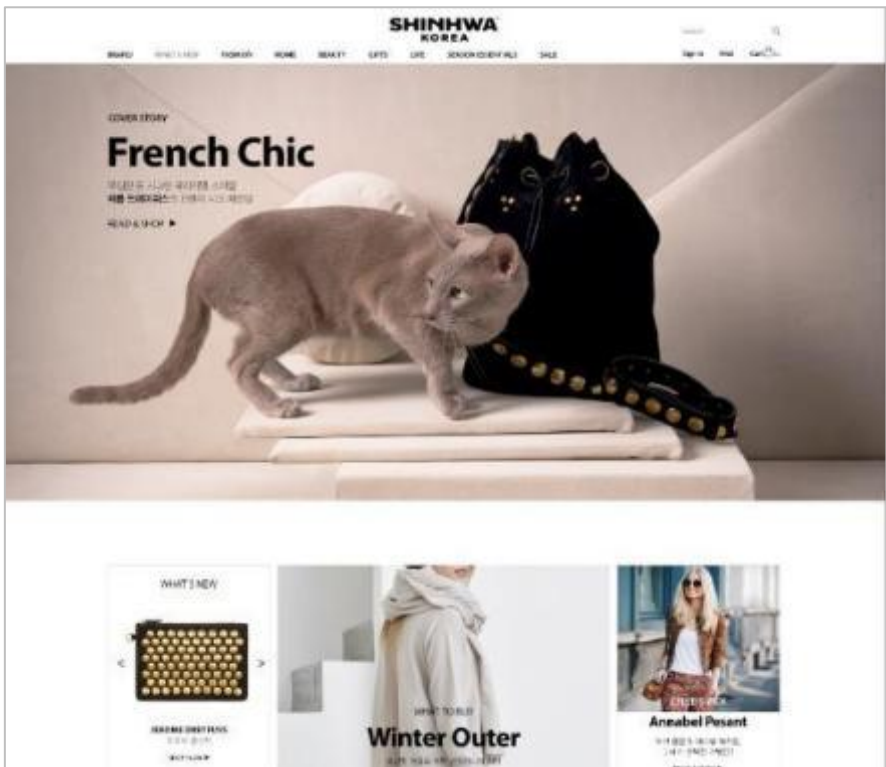
Planned and executed the launch and renewal of the brand’s official website to enhance online presence and improve user experience.



‘LA PERVA’ launch



‘INFINI’ webpage renewal



‘Shinhwa Korea’ Online Mall launch

References

Blog Management

Established, planned, and managed the brand’s official Naver blog in Korea to build brand storytelling and engage target audiences.



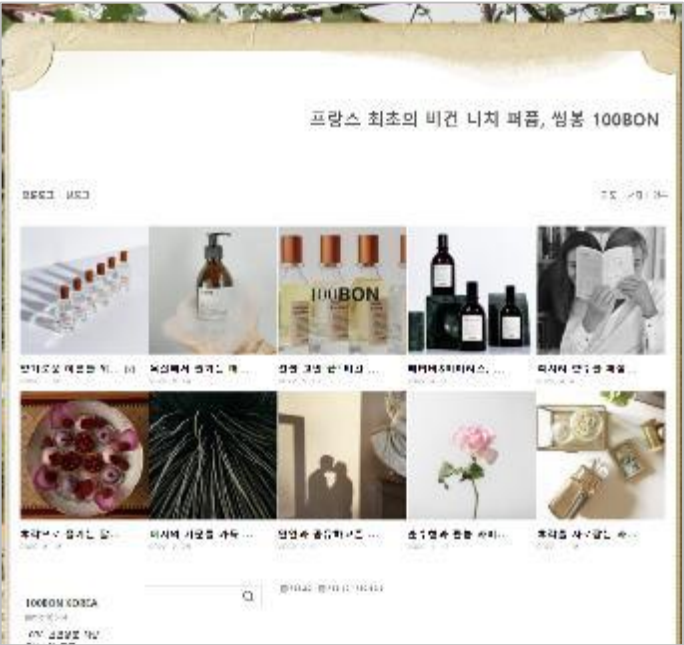
Chantecaille

<https://blog.naver.com/chantecaillekorea>



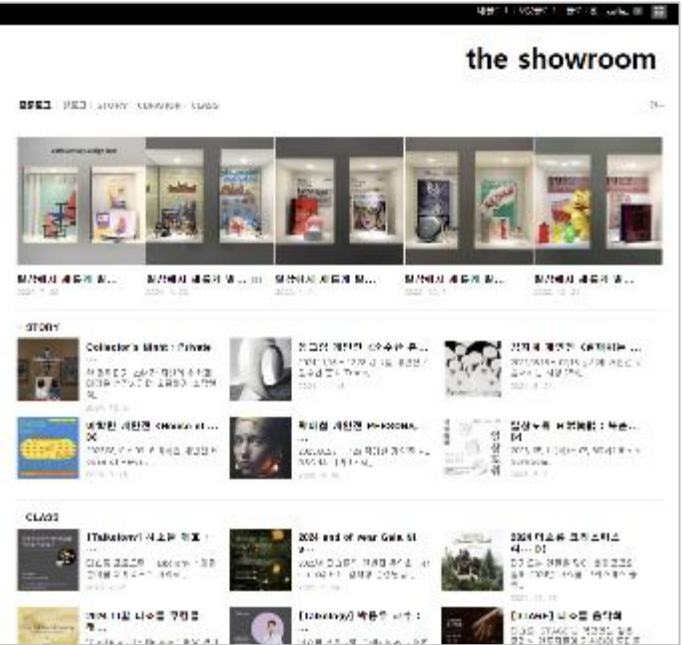
Parfums de Marly

<https://blog.naver.com/parfums-de-marly>



100BON

<https://blog.naver.com/jamie10514>



The Shoroom

<https://blog.naver.com/theshroomkr>

References

Social Media Management

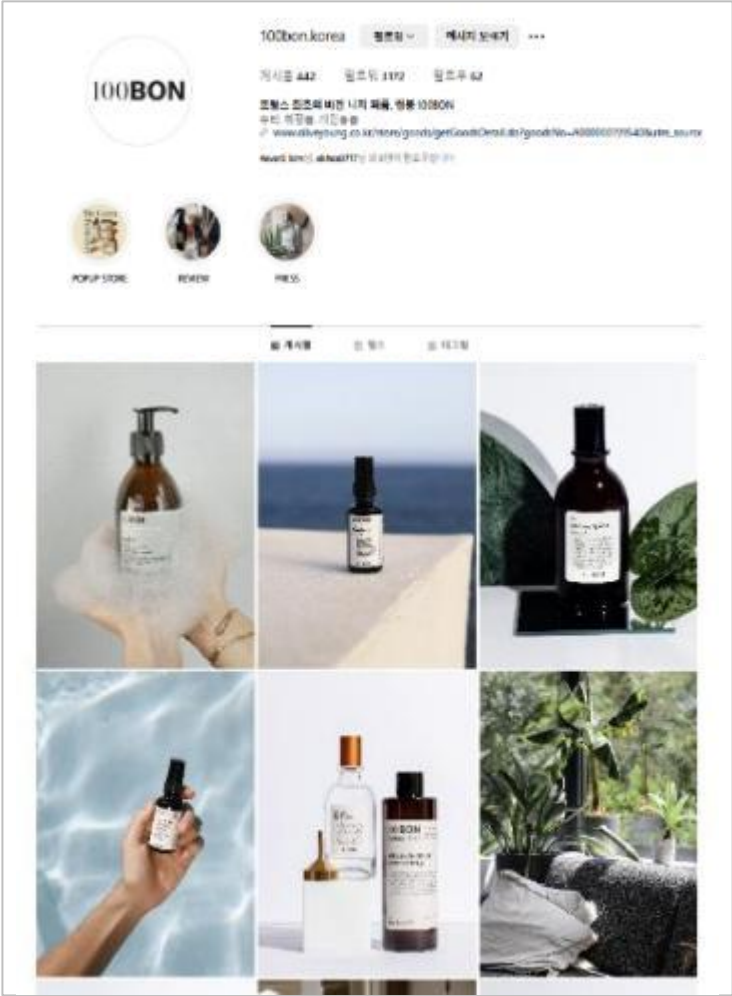
Planned and managed the brand's Korean social media accounts to drive engagement and grow the digital community.



Clarins
<https://www.instagram.com/clarinskorea/>



Hourglass
<https://www.instagram.com/hourglasscosmeticskr/>



100BON
<https://www.instagram.com/100bon.korea/>

References

Target Media Celebrity Collaboration - Print

Developed and produced print content—including covers, features, and pictorials—in collaboration with target media and celebrities to enhance brand image and increase product awareness.



WWD x Key (Shinee)



Elle x Han Yeseul



Allure x Lee Seojin



Cosmopolitan x Hwang Minhyun



WWD x Roh Sanghyeon



Arena x Cha Seungwon

References

Target Media Celebrity Collaboration - Digital

Developed and produced digital branded content featuring celebrities in collaboration with target media to boost online visibility and consumer engagement.



WWD x Key (Shinee)

<https://www.instagram.com/p/DGKHZw7MQaY>



Elle x Han Yeseul

<https://www.instagram.com/p/C-RodjKBtnt/>



Elle x Hwang Minhyun

<https://www.instagram.com/p/C4zcgyP06FH/>



Singles x Kim Seolhyun

https://www.instagram.com/p/C2RmEb_h15I/



Allure x Lee Seojin

<https://www.youtube.com/watch?v=IQkKvpj4XMU>



Cosmopolitan x Younghoon (The boyz)

<https://www.instagram.com/p/CqI97GfAuMO/>



Cosmopolitan x Yuqi ((G)I-DLE)

<https://www.instagram.com/p/CvKBVVUgaTh/>



Cosmopolitan x Kim Minjoo

<https://www.instagram.com/p/CiKMfYiPhYe/>

References

Target Media Celebrity Collaboration - Digital

Developed and produced digital branded content featuring celebrities in collaboration with target media to boost online visibility and consumer engagement.



Elle x Han Yeseul

<https://www.instagram.com/reel/DAHaL0jtoIF/>



Elle x Younghoon (The boyz)

<https://www.instagram.com/reel/C5fjbC4LXHp>



Cosmopolitan x Hwang Min-hyun

<https://www.instagram.com/p/Cr-RPJFg2jS/>



W x Joshua & Dino (Seventeen)

<https://www.instagram.com/reel/CrzwjmYuffL/>



Cosmopolitan x Younghoon (The boyz)

<https://www.instagram.com/reel/CrR17UTAKX3/>



Cosmopolitan x Kim Minjoo

<https://www.instagram.com/reel/CptojLJiyB/>



Cosmopolitan x Jungmo & Hyeongjun (Cravity)

<https://www.instagram.com/reel/CoWoGsogtGh/>



Marie Claire x Hyungwon (Monsta X)

<https://www.instagram.com/p/CiwWH9Jh8wO/>

References

Celebrity Collaboration - Instagram

Developed and produced branded Instagram content in collaboration with celebrities to promote the brand and its products and serve as advertising assets.



Kieunse

<https://www.instagram.com/p/Cz8Vi6LRmGV/>



Kim Minjoo

<https://www.instagram.com/p/CzvckDWLhej/>



Chorong (Apink)

<https://www.instagram.com/p/Cl75nSRPhyW/>



Dong Woo (Infinite)

<https://www.instagram.com/p/Cl5xOj9LfHu/>



Seungsik (Victon)

https://www.instagram.com/p/CIA5vYXv-_O/



Soobin (Victon)

<https://www.instagram.com/p/CIA6eebpDcl/>

References

Influencer Collaboration - Instagram

Developed and produced branded Instagram content in collaboration with influencers to promote the brand and its products and serve as advertising assets.



Baekstage

<https://www.instagram.com/p/DDs29F3tVpa/>



Mj..j_

<https://www.instagram.com/p/C-timD2TZoV/>



Q2han

<https://www.instagram.com/p/C8qQZXcPO9a/>



Baekstage

<https://www.instagram.com/reel/C7kzyYdNnBD/>



Baekstage

https://www.instagram.com/p/C6Xjolqt_ad/



Jennonpark

<https://www.instagram.com/p/C4XuE7iJb4I/>

References

Creator Collaboration - YouTube

Developed and produced branded YouTube content in collaboration with creators to promote the brand and its products and drive purchase intent.



Studio Hey

<https://www.youtube.com/watch?v=Ev5K5pebouu>



Sayyoung

<https://www.youtube.com/watch?v=Ct4fCpfY7aw>



Sayyoung

<https://www.youtube.com/watch?v=kXtK92HBhMY>



Alexscent

<https://www.youtube.com/watch?v=vrNtfFGCFgk&t=247s>



Sayyoung

<https://www.youtube.com/watch?v=ma39iekQBT4>

References

Beauty Awards Feature Publication

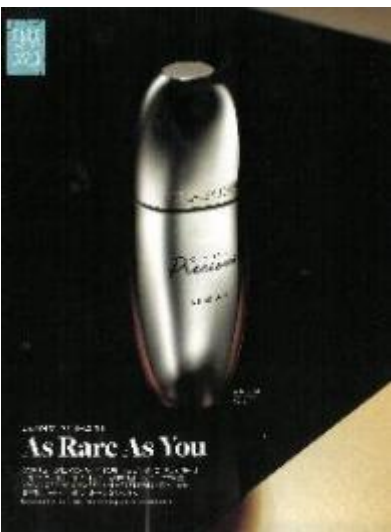
Planned and managed the publication of feature articles in target media highlighting products awarded in its beauty awards to reinforce brand prestige and visibility.



Cosmopolitan



Elle



Allure



Elle



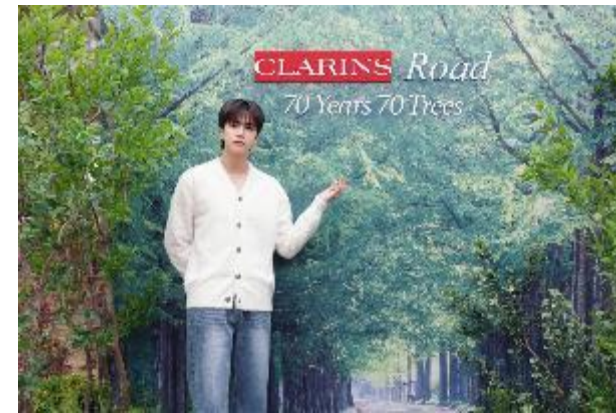
References

CSR Campaign Events

Planned and executed CSR campaign events to enhance awareness and credibility among target media and the general public.



Clarins Garden

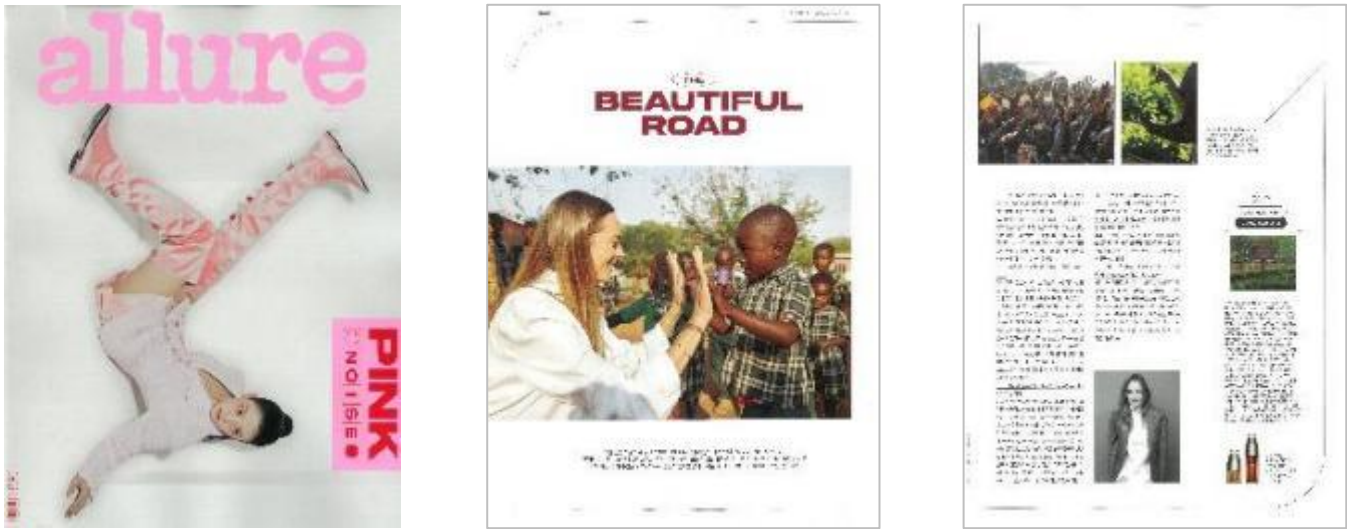


Clarins Road

References

CSR Media Coverage

Managed magazine interviews and newspaper feature publications covering the brand’s CSR initiatives to increase public recognition and trust.



Allure



Chosun Ilbo The Boutique

JoongAng Ilbo High Collection

E.O.D