

# complete K

## COMPANY PROFILE

**complete K**

brand & trend media agency

# our Way

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# who we are

**“Your work should be an act of love, not a marriage of convenience.”**

We are a ‘Branding Agency’ specializing in global high-end brands.

We provide PR & MARKETING consultancy services  
from pre-launching, launching, to re-launching activities,  
brand set-up/positioning, marketing, PR, & event management.

With over 25 years experience, we have a track record of  
exceptional client services & result deliveries.

We specialize in developing strategic campaigns that build  
long-term impact, profile & reputation for our clients.

# our Clients

# who we serve

Among our diverse list of clientele we serve & support ranging from fashion, jewelry, cosmetics to lifestyle brands, the following hopefully demonstrates our confidence in your industry & your respectful brand.



# our Clients

# who we serve

## **Beauty**

Aesop, Amorepacific, Aramis and Designer Fragrances, Atelier Cologne, Bobby Brown, Bourjois, Byredo, By Terry, Chanel, Chantecaille, Christian Dior, CNP Cosmetics, Clarins, Clinique, Darphin, Diptyque, Edition de Parfums Frederic Malle, Estee Lauder, Fresh, Guerlain, Hanskin, Hourglass, Jullai, Kate Somerville, Kim Sun Jin Cloe, La Mer, Laneige, La Prairie, La Perva(Aedes Des Venustas, Alma K, Natura Bisse, Eve Lom, Is Clinical, Oribe, Perricone MD, Philip Martins, Phytorelax, Red Flower, Teeez, Verso, Vintners Daughter etc.) by Shinsegae International, Laura Mercier, LeeYoungAe Skincare, LG Ohui, MAC, Maison Francis Kurkdijan, Omorovicza, Parfums de Marly, Penhaligon's, Pinkpick, Plaza Hotel Spa Club, Purika Mucin, Royal Fern, Santa Maria Novella, Serge Lutens, Skeen+, Skin Ceuticals, SK-II, Vidivici, Wella

## **Fashion & Jewelry**

Adidas, Aigner, A.Land, Ballantyne, Bluebell Group (Albertta Ferretti, Cacharel, Moschino), Breitling, Cartier, Chanel, Chaumet, Castel Bajac, Damiani, David Yurman, Dimenzione Danza, Ermenegildo Zegna, Fred, Furla, Genny, Gerard Darel, Grienich New York, Harry Winston, H.Stern, Iceberg, Jerome Dreyfuss, Kwanpen, Kenzo, Kenzo Homme, Lindberg Eyewear, Lucie, Manolo Blahnik, Milachon, Myriam Schaefer, Nike, Piaget, Puma Black Label, Reebok, Rockport, Rosa.K, Rubina, Sonia Rykiel, Spris, Steven Webster, Swatch, Tomboy, Vitamin A, Villebrequin

## **Lifestyle**

Astier de Villatte, Baker by Infini, B&B Italia, Deli France, Eson Dental Clinic, Feudal,usb by V&Life, Giorgetti, Giovanni Furniture Italy, Hana SK Card, Hong Kong Tourism Board, Khee, KIA Motors, Laudemio, Lotte Duty Free, Maxalto, Mr.Chow Seoul, Philip Personal Training Studio, Plaza Hotel, Samsung Card, Seoul Cosmedi Clinic, Sisa English Apple Tree Nursery School, SK Networks, SK Holdings, Solo Bianco, Stonewall Kitchen, The Laundress New York, The Showroom, Vi-Spring, Woori Investment & Securities Co.Ltd Private Banking

## **Electronics & Science**

LG Electronics, LG Chemicals, LG Cyon, SK Telecom, Samsung Camera, Lihom, Samsung Anycall, R&L Bio



# our Team

# who serves you

Led by the luxury brand specialist **Callia Jiyoung Kim**, **complete K** offers clients with customized services delivered by a team of experienced communication professionals. Our shared values are exceptional client services & strong client relationships based on integrity & effective communication. We are passionate & positive capable of finding the best solutions for any challenges. Our team offers unrivalled experiences and network connections in assisting your business needs in Korea which include top newspapers, magazines, digital editors, celebrities, opinion leaders, and VIPs from the industry of Fashion, Beauty, Art, Culture, & Lifestyle.

**Callia Jiyoung Kim** (CEO & creative director)

**luxury brand specialist**

over 25 years in diverse fields of fashion, jewelry, beauty & lifestyle  
successful localization of global premium brands originating from  
experiences as an Editor in Chief for a premium lifestyle magazine

**Young Eun Choi** (fashion & beauty director)

**project specialist**

over 19 years as a planner & copywriter with experiences  
at Elle, Maison Marie Claire as a Fashion & Beauty Director

**Chungsun Lee** (contents developer)

**contents specialist**

over 25 years as a planner & copywriter with experiences  
at Cosmopolitan, Marie Claire & JLook as an Editor in Chief

**Chang Won Woo** (photographer)

**visual specialist**

over 23 years & most wanted by high jewelry/watch & high-end brands

# our Services

# what we do

We have extensive expertise in launching, building, & repositioning brands. We go beyond traditional media relations towards an integrated, intelligent offer designed to address the brand, reputation, & business needs of our clients. From fundamental media campaigns to complex large-scale project management, our clients can be confident on our skills & experiences. Our services include:

- Quality Media Relations**
- Online & SNS Management**
- Marketing Promotions**
- Ad Creation & Placement**
- Advertising & Media Promotions**
- Integrated Digital Campaigns**
- Talk of the Town Events**
- Cross Marketing & Partnerships**
- Creative Sponsorships**
- Strategic Celebrity & Influencer Projects**
- Lead Agency & Project Management**
- Crisis Preparedness & Issues Management**
- PR Coverage & Analysis**

# our Services

# what we do

## media relations

- network connections with on/off-line media, VIPs, celebrities, & influencers
- extensive media coverage possibilities
- areas of business:
  - press release development & distribution
  - communication program development
  - media inquiry handling
  - article story development
  - paid editorial development
  - media list review & update
  - interview organization & management
  - major press monitoring
  - article clippings, etc.

## online & SNS management

- brand Instagram, Facebook, Blog, Post
- brand homepage set-up & renewal
- industry influencers & bloggers

## marketing promotion events

- press & media
- current & potential consumers
- sales promotion
- VIPs & influencers

## ad material production

- advertisement & advertorial
- brochure & catalogue
- brand booklet
- flyer & DM
- banner & giveaway

## ad creation, planning, purchase, placement

- ad & advertorial (print & online)
- visible ad placement
- commercial film, PR movie
- effective non-paid advertorial

# RECENT CLIENTS

## BEAUTY

**complete K**

brand & trend media agency

Newly re-launching works in progress of the signature cosmetics collections & products.

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

# CLARINS



SNS Management & Contents Refurbishment



Brand Re-launching Event (Jan. 18<sup>th</sup> 2018)



My Clarins launching Event (May. 28<sup>th</sup> 2019)

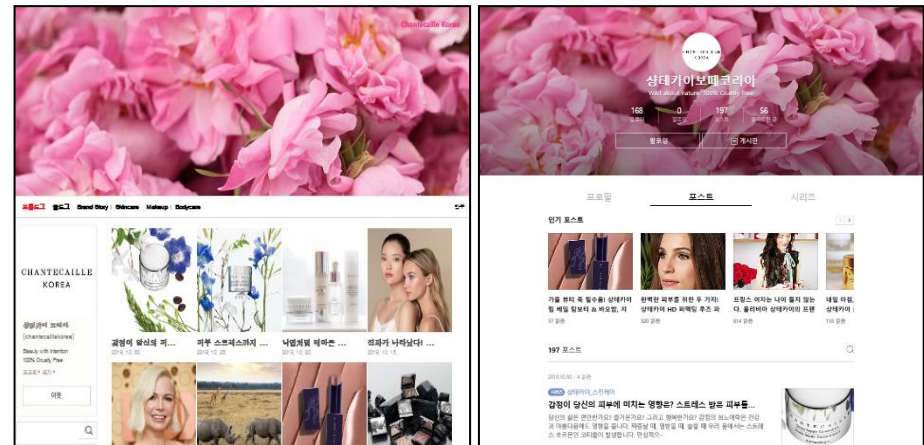


Brand Re-launching Event (Jan. 21<sup>th</sup> 2020)

New York premium cosmetics developing new VIP channels through on- /off-line promotions.

- Chantecaille Korea launching set-up & PR Communications (2011~2012)
- Effective Online PR activities & diverse VIP Outreach Promotions in-progress.

C H A N T E C A I L L E



SNS Management & Contents Refurbishment



VIP Event (Sep. / Dec. 2017 & Feb. 2018)



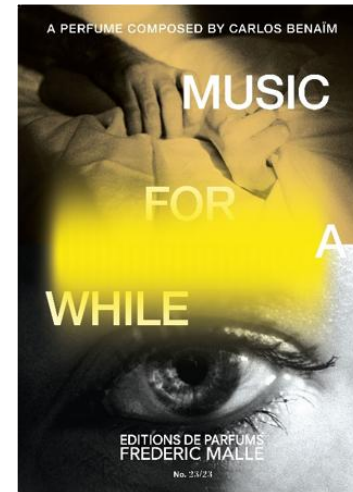
Influencer Day (Aug. 2018)



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



SNS Management



Frederic Malle Korea Visit (Oct. 30<sup>th</sup> 2018)

Prestigious perfume brand Maison Francis Kurkdjian MPR communications

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

Maison  
Francis Kurkdjian  
Paris



SNS Management



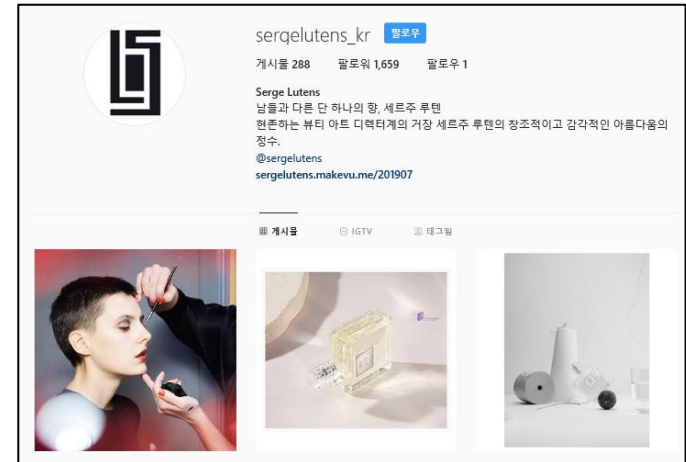
VIP & Influencer Flower Box Class (Dec. 7<sup>th</sup> 2018)



## Prestigious costmetics Serge Lutens MPR communications

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

# SERGE LUTENS



SNS Management



Make-up Line Launching Press & VIP Day (May'18)

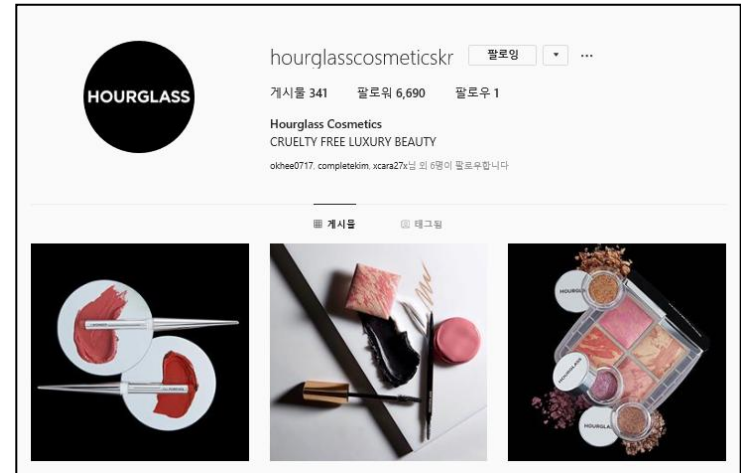


New Perfume Launching Press & VIP Day (Apr. '19)

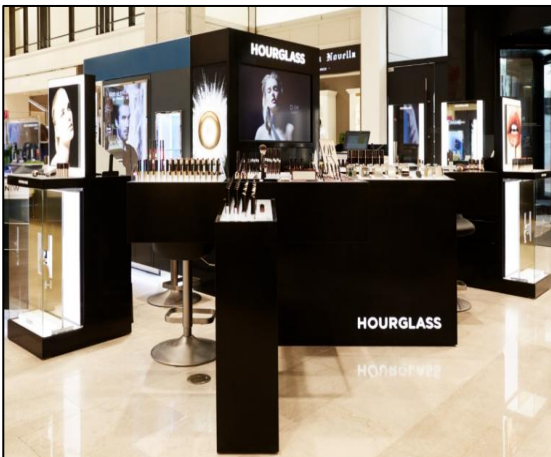
## Luxury performance make-up brand HOURGLASS PR communications

- Effective PR activities & diverse SNS applications in-progress.

# HOURGLASS



SNS Management



SSG Gangnam Opening Influencer Day(Jun.'18)



Launching Press & VIP Day(Aug.'18)



Makeup Class Influencer Day(March.'19)

# 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 in-progress.



Casa Fondata nell' Anno 1612  
Firenze



New Store Opening Event(Mar.'19)



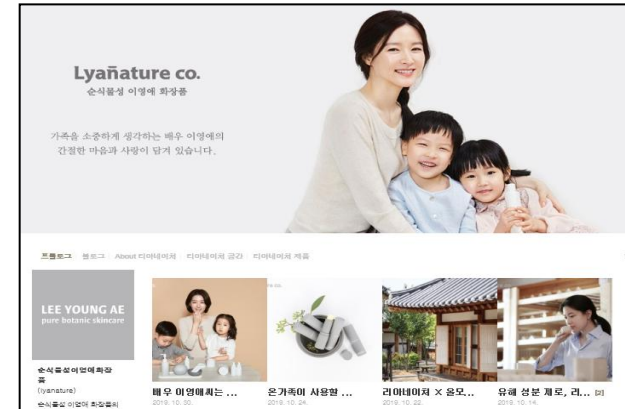
IDRALIA Line Launching Event(Aug.'19)



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

- Successful MPR activities & customer events in-progress such as the first ever brand pop-up store at the Seoul Park Hyatt Hotel.

## LEE YOUNG AE pure botanic skincare



SNS Management



Moonhori House Press Day (June 8<sup>th</sup> 2016)



LYA HAUS Itaewon Opening Event (Aug. 6~7<sup>th</sup> 2019)

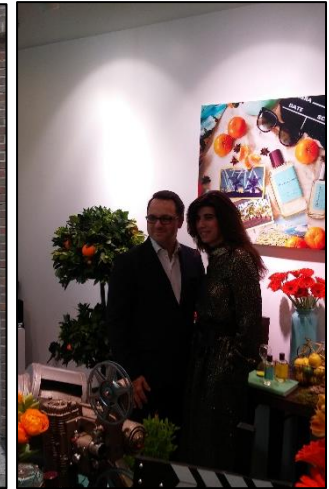
# Clients

## Atelier Cologne

French niche perfume brand owned by the L'ORÉAL Group

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

# Atelier Cologne



'Ancens Jinhae' Press Day (Jan. 27<sup>th</sup> 2016)



'Clementine California Garosu-gil Pop-up (Jan. 19<sup>th</sup> 2017)





# past 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.

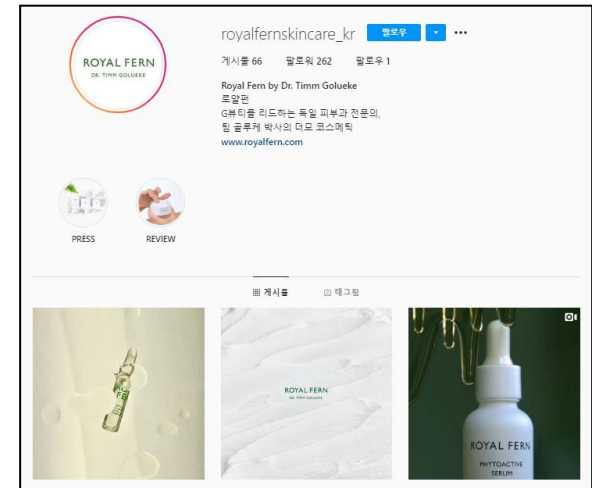


'La Perva' Instagram Activities (since May 2015)

German premium cosmetics MPR communications.

- Effective Online PR activities & diverse VIP Outreach Promotions in-progress.

ROYAL FERN  
DR. TIMM GOLUEKE



SNS Management & Contents Refurbishment



Influencer Joint Purchase Management (Fashion Stylist Seo Jung-eun & Model Lee Eon-jung)

**Global iconic niche perfume brand leading the 'Nordric Chic Trend'**

- Effective PR activities yielding visible sales results.
- MPR plus diverse Press Events & Sales Promotions in-progress.

# BYREDO



'BYREDO Super Cedar' Press Day (May 3<sup>rd</sup> 2016)



High performance cosmetics brand w/ modern classic & sensuous elegance

- Effective PR activities yielding visible sales results.
- MPR plus diverse Press Events & Sales Promotions in-progress.

# VIDIVICI



'Splendid Halo' Concept Store Opening' Press Day (Feb. 8<sup>th</sup> 2017)

# Clients

## Kate Somerville

L.A. custom designed skincare products by Kate Somerville

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

Kate Somerville®



# Clients

## PENHALIGON'S

Penhaligon's - British perfumery established in 1870 w/ additional bath & body care products

- Effective PR activities & diverse Press Events & Sales Promotions in-progress.



SNS Management



Lotte Busan Store Opening (July 2017)

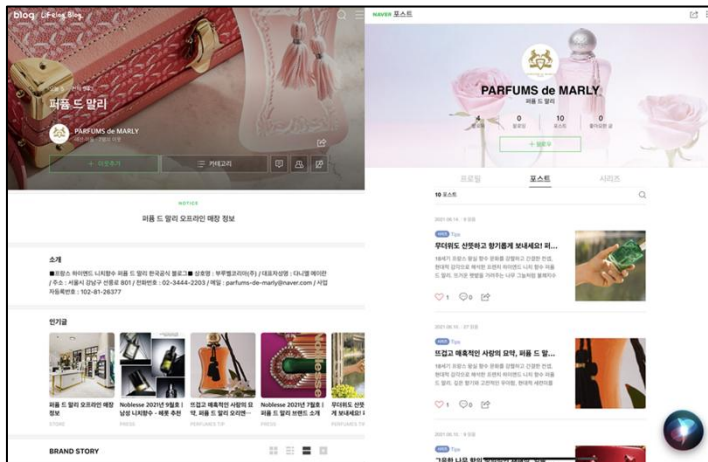


# Clients

## PARFUMS DE MARLY

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

- Successful launching w/ set-up, copywriting, MPR, Press & Influencer events in-progress.



SNS Management & Contents Refurbishment

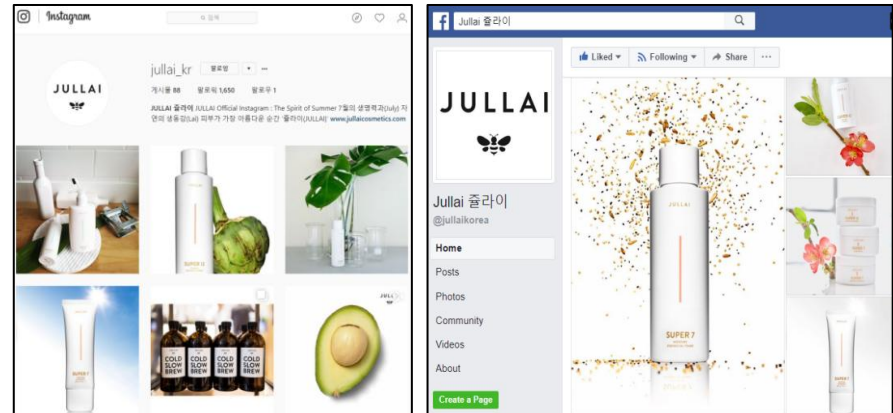


Lotte Avenuel World Tower Boutique Opening Press & Influencer Day (May 2021)

Newly launched cosmetics brand w/ natural fragrances & colors on body, hair, skin products

- Effective PR activities & diverse Press Events & Sales Promotions in-progress.

# JULLAI



SNS Management



Happy Together (Jun. 2017)



VIP & Influencer Beauty Class (Oct. 2018)

# RECENT CLIENTS

## JEWELRY & FASHION

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

- IMC strategy based PR, advertising, marketing, press/VIP events, press trips.
- HQ direct communication based local branch agency duties.
- 80<sup>th</sup> anniversary press trip & local event preparations.



80<sup>th</sup> Anniversary Press Trip - French Riviera (Jun.'16)

80<sup>th</sup> Anniversary - Seoul (Nov.'16)



Press & VIP Event – Seoul (Jun.'17)



Press Event - Seoul (Mar. '18)



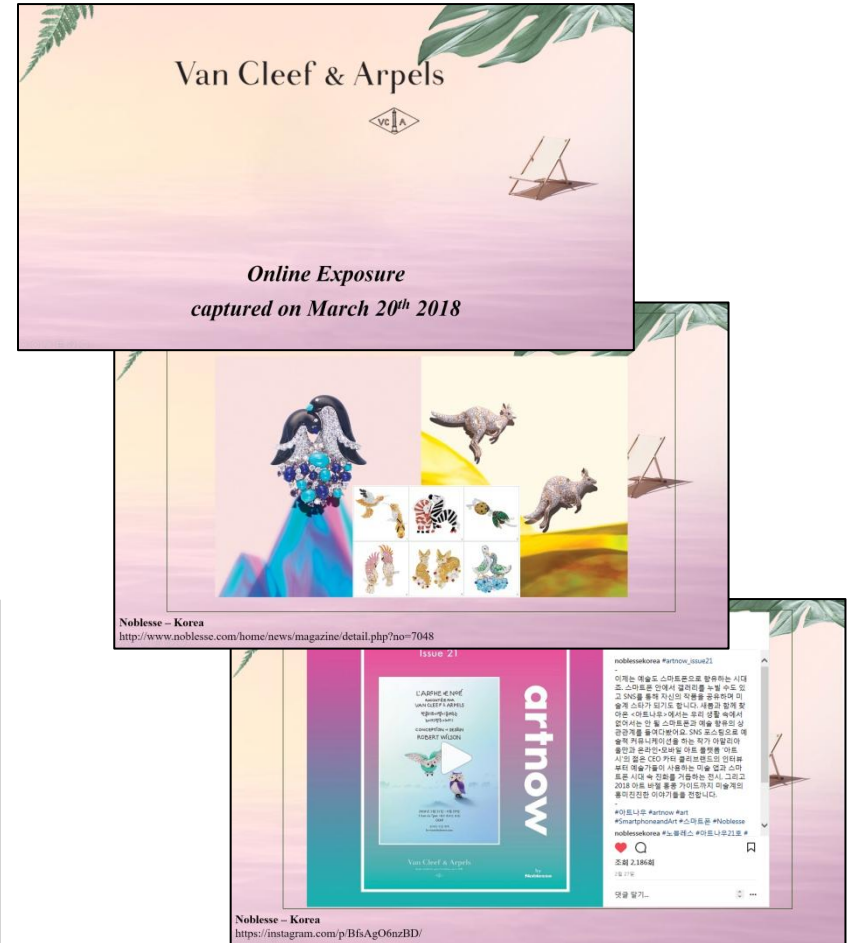
Press & VIP Event – Seoul (Sep.'19)

French jewelry, watch, and perfume company founded in 1896

- Effective PR monitoring & reporting activities to support the local PR Office.



Media Coverage Report - Print (since 2016)



Media Coverage Report - Online (since 2017)



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

- 200% sales growth from diverse MPR activities.
- New concept positioning in high-end jewelry market.



VIP Presentation (Dec. 17<sup>th</sup>-18<sup>th</sup> 2015) - Boutique



Press & VIP Presentation (Dec. 3<sup>rd</sup> 2014) - Park Hyatt P.Suite

## LVMH group French high-jewelry & watch brand

- IMC strategy based PR, advertising, marketing, press/VIP events press trips.
- Agency duties w/ diverse local events.



Chaumet & Dom Perignon



Attrape-moi Party

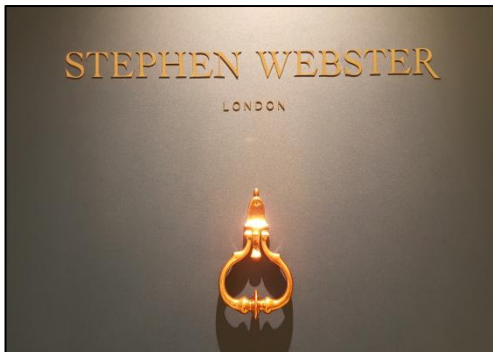


# Clients

## Stephen Webster

London-based contemporary fine jewelry brand

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



Re-launching Press & VIP Event (Jan. 16<sup>th</sup> 2019)

- IMC strategy based PR, advertising, marketing, press/VIP events press trips.
- Agency duties w/ diverse local events.

### H.stern

Latin America's leading jeweler.

Recognized for its unique and innovative jewelry collections.



H.stern

### David Yurman

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



DAVID YURMAN

Launching Press & VIP Event (June 3<sup>rd</sup> 2014)



French Saint Lopez born prestigious swimwear brand

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



Launching Press & VIP Event (June 3<sup>rd</sup> 2014)

# RECENT CLIENTS

## LIFESTYLE

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Lifestyle brand w/ exclusivity on global most prestigious furniture brands.

B&B ITALIA, VISPRING, MAXALTO, Poltrona Frau, etc.

- Asia's largest B&B Italia flagship store opening
- Busan 1st high-end living boutique opening
- B&B Italia 50<sup>th</sup> Anniversary Event



'B&B Italia' Launching Event (Oct. 2012)



'B&B Italia' 50<sup>th</sup> Year Anniversary (Oct. 2016)





### Sophisticated, eco-conscious lifestyle brand THE LAUNDRESS MPR communications

- Effective MPR activities & diverse Press Events & Influencer marketing in-progress.
- 10th Anniversary Event (2014)
- Global Campaign 'I am THE LAUNDRESS\_Seoul Ambassador' (2016)
- Seoul Flagship Opening Event & Influencers (2017)
- Seoul Fabric Fresh Launching Event (2017)

THE LAUNDRESS  
NEW YORK



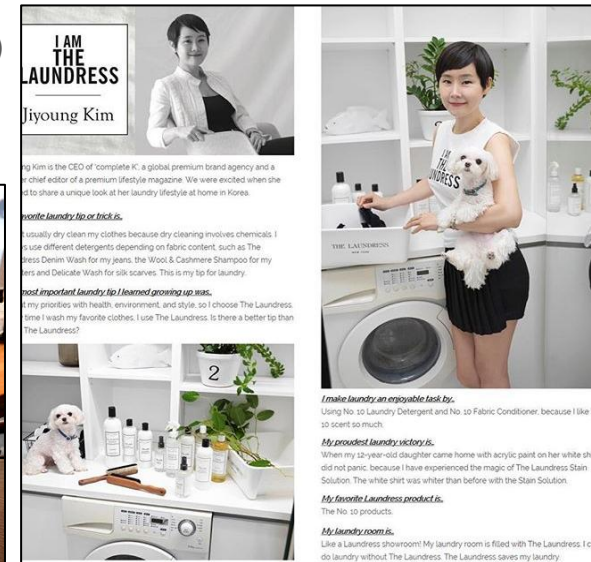
Gwen & Lindsay



10th Anniversary Event (2014)



Flagship Opening Event (Mar. 2017)



Seoul Ambassador (2016)



Seoul Collection Launching Event (Oct. 2018)



# Clients

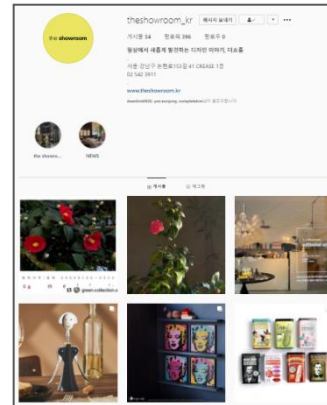
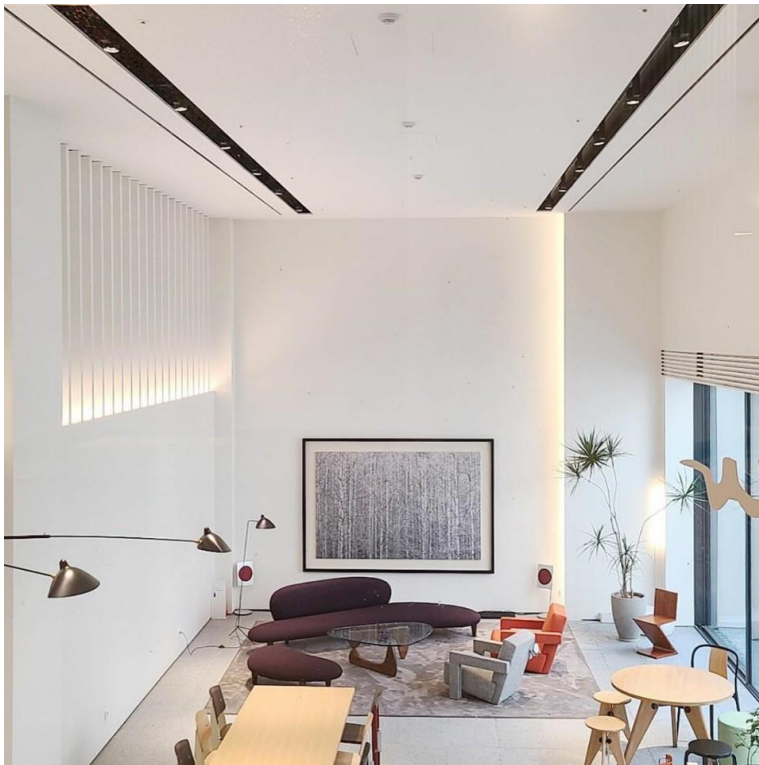
## THE SHOWROOM

Lifestyle showroom w/ global most prestigious design brands.

VITRA, CASSINA, HERMAN MILLER, FLOS etc.

- Brand Consulting (2020)
- BACHA Coffee POP UP Store Opening Event (2020)
- Holiday Gift shop Opening Event & Influencers (2020)
- Blog & SNS Management (2020-2021)

# the showroom



SNS Management



BACHA Coffee POP UP Event (Nov.2020) Holiday Gift Shop Event (Dec.2020)

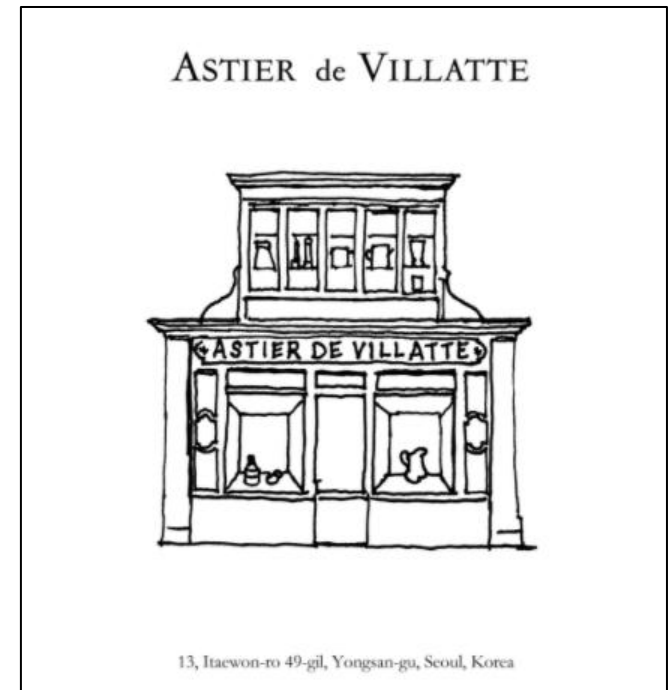
# Clients

## ASTIER de VILLATTE

World renowned charming, one of a kind French lifestyle brand

- Hannam Flagship Store Opening (2021)

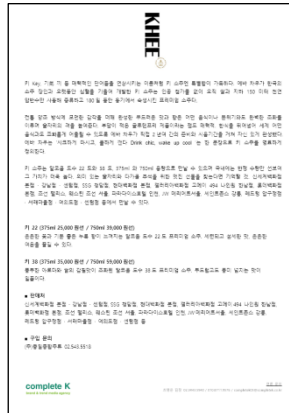
### ASTIER de VILLATTE



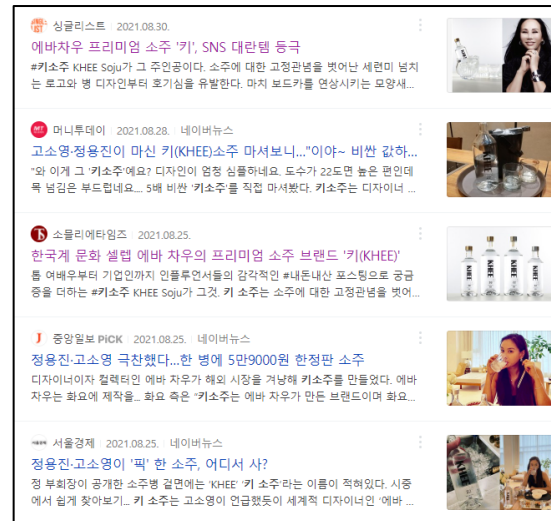
- Hannam Flagship Store Opening (Sep. 2021)

**Premium soju brand created by Korean-born global cultural celebrity Eva Chow**  
**- Successful launching w/ set-up, copywriting, MPR**

# KHEE



**- Press Release & Brand Story (Aug. 2021)**



- Online Media Release (Aug. 2021)

# REFERNCES

## ACTIVITIES

**complete K**

brand & trend media agency

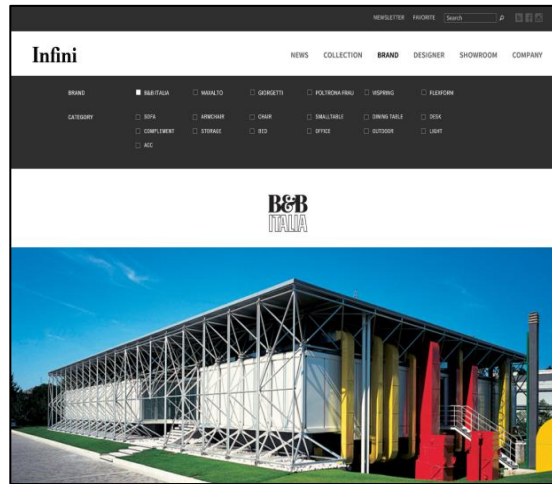


# References

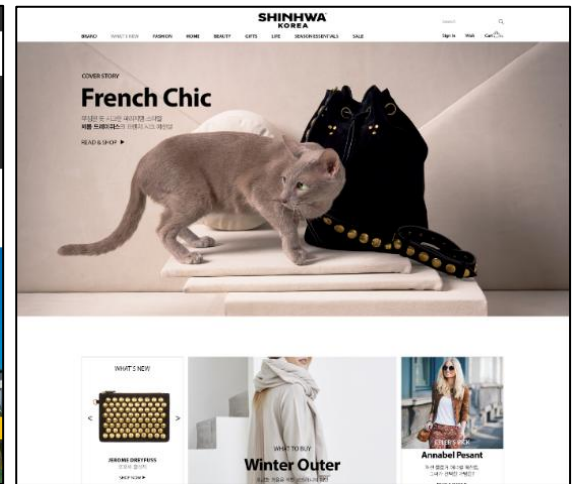
## Webpage & Blog Mgmt.



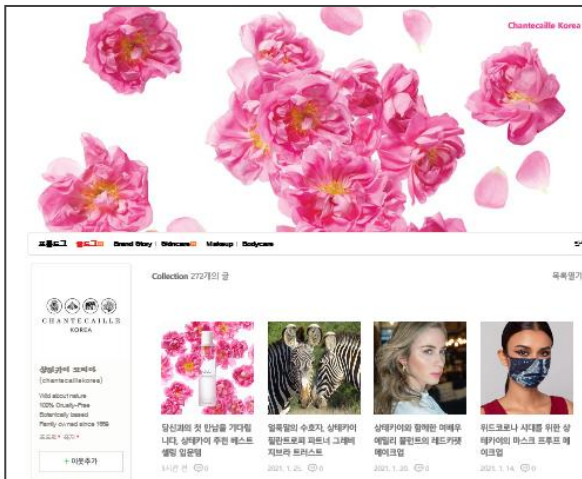
'LA PERVA' launch (Mar.'015)



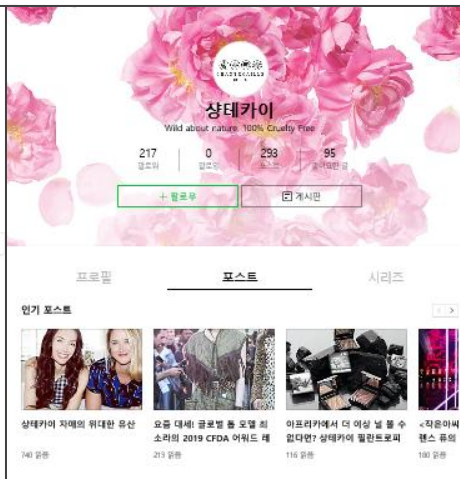
'INFINI' webpage renewal (Jun.2016)



'Shinhwa Korea' Online Mall launch (Jan.2018)



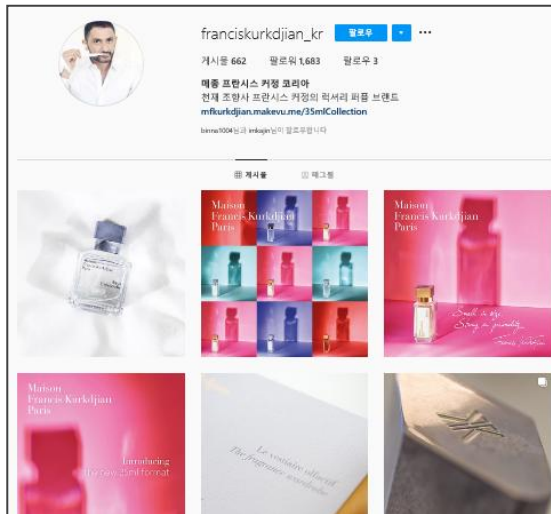
'CHANTECAILLE' Blog & Post mgmt.



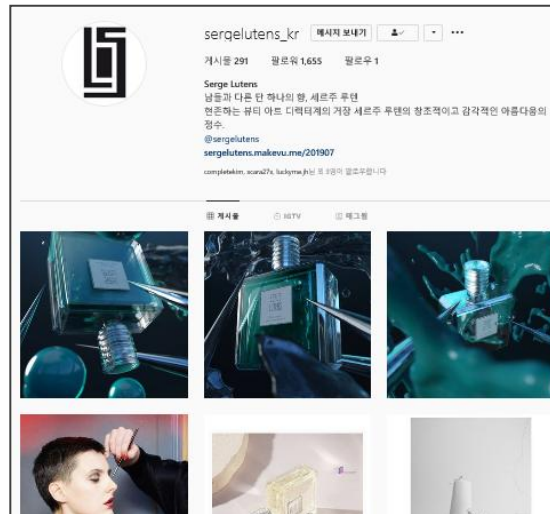
'THE SHOWROOM' Blog mgmt.

# References

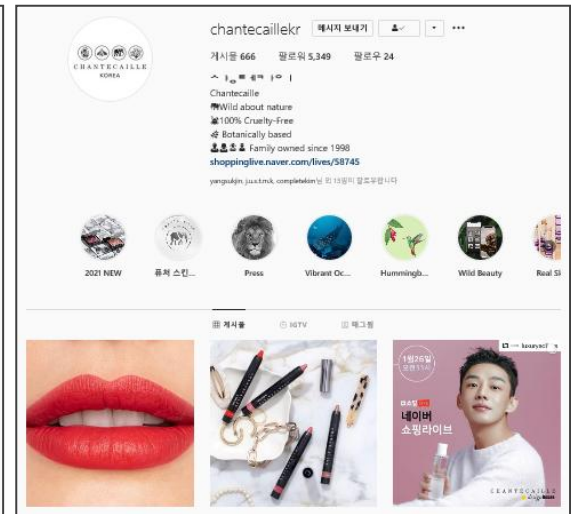
## SNS Mgmt.



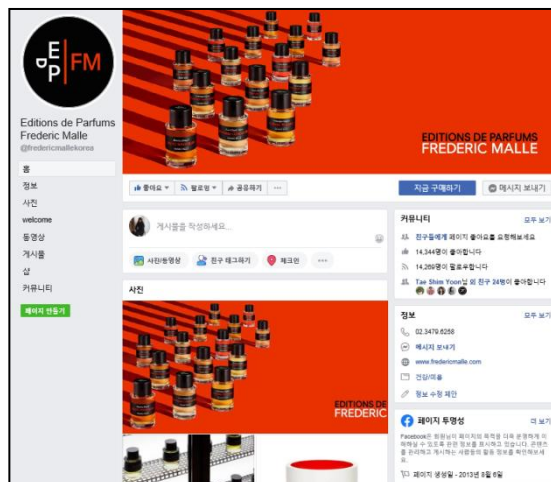
‘MAISON FRANCIS KURDIJIAN’ IG mgmt.



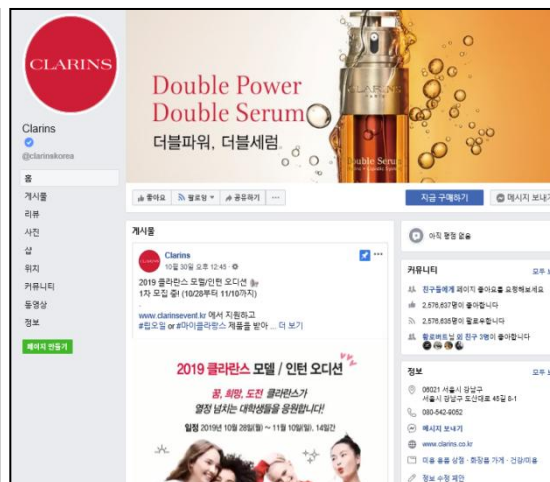
‘SERGE LUTENS’ IG mgmt.



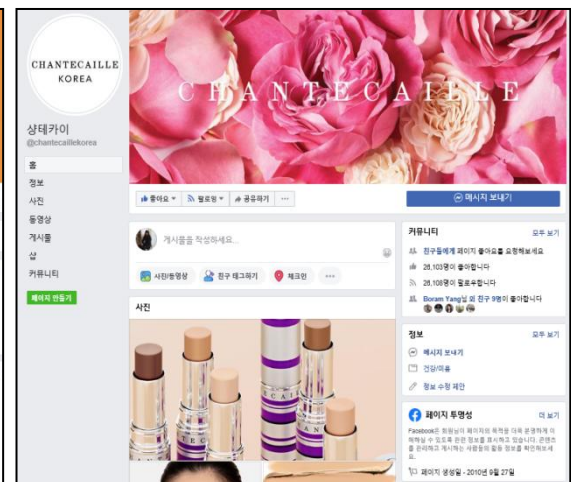
‘CHANTECAILLE’ IG mgmt.



‘FREDERIC MALLE’ FB mgmt.



‘CLARINS’ FB mgmt.



‘CHANTECAILLE’ FB mgmt.



# References

## Target Media Star Collaboration



'FRED' actress Choi Ji Woo  
(Cosmopolitan Mar.2021)



'Clarins' singer Arin  
(Dazed Apr.2021)



'FRED' actor Cha Seung Won  
(Arena Homme+ Apr.2021)



'FRED' actor Kim Seong Ryung  
(The Neighbor Jan.2021)



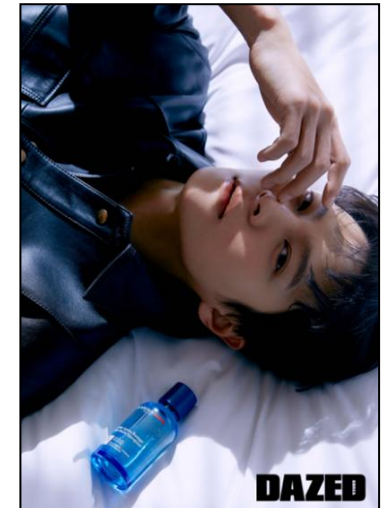
'CLARINS' actress Han Ji Hye  
(Allure Jun.2021)



'CLARINS' singer Arin  
(Dazed Aug.2020)



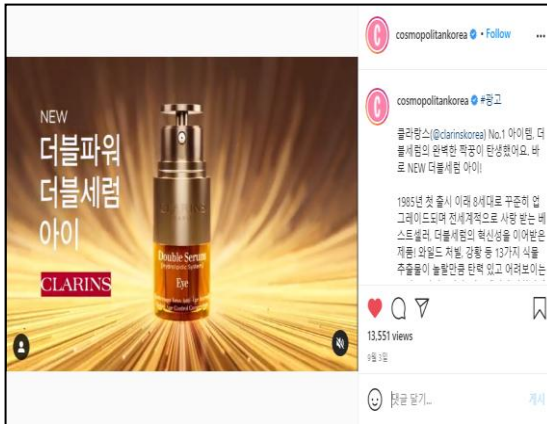
'CLARINS' singer Soyou  
(Dazed Nov.2020)



'CLARINS' actor Joowon  
(Dazed Dec.2020)

# References

## SNS Video Viral Mgmt.



<https://www.instagram.com/p/CTV--A4MA0N/>

‘CLARINS’ w/ Cosmopolitan Kor. (Sep.2021)



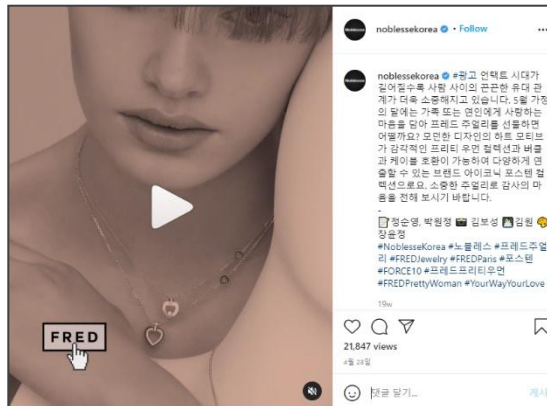
<https://www.instagram.com/p/CTqYMEIAzGK/>

‘Astire de Villatte’ w/ W Kor. (Sep.2021)



[https://www.instagram.com/p/CQ2E\\_0ABZ3Z/](https://www.instagram.com/p/CQ2E_0ABZ3Z/)

‘CLARINS’ w/ Beauty+ (Jul.2021)



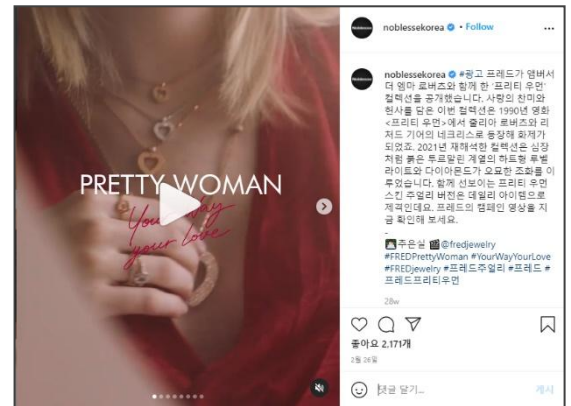
<https://www.instagram.com/p/CGrT2kvn4z/>

‘FRED’ w/ Noblesse (Apr.2021)



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

‘CLARINS’ w/ Beauty+ (Mar. 2021)



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

‘FRED’ w/ Noblesse (Feb.2021)



# References

## SNS Star Collaboration



<https://www.instagram.com/p/CM02onfyYd/>

‘CLARINS’ w/ Arin (Mar.2021)



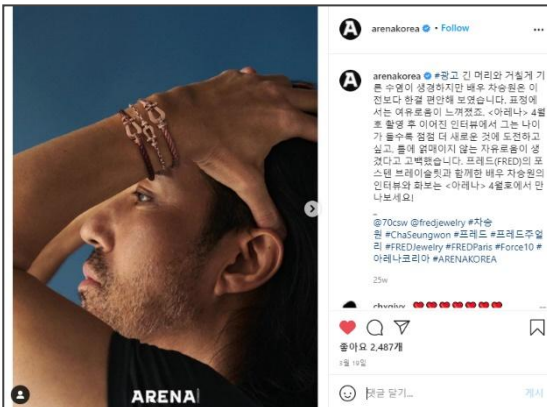
<https://www.instagram.com/p/CL6r-viJl5c/>

‘CLARINS’ w/ Choi Ji Woo (Mar.2021)



<https://www.instagram.com/p/B3dxLuJgG0G/>

‘FRED’ w/ Kim Seong Ryung (Jan.2021)



<https://www.instagram.com/p/CMIZ1eqDWN/>

‘FRED’ w/ Cha Seung Won (Mar. 2021)



<https://www.instagram.com/p/PPP-PvqJNdF/>

‘CLARINS’ w/ Han Ji Hye (May 2021)



<https://www.instagram.com/p/CH9BXXGJh12/>

‘CLARINS’ w/ Joowon(Nov.2020)

# References

## Influencer Program



<https://www.instagram.com/p/CI5zPjElvrJ/>

'Royal Fern'  
w/ Seo Jeong Eun (Dec.2020)



<https://www.instagram.com/p/CN1mv3ohZky/>

'Parfums de Marly'  
w/ Park Man Hyun (Jun. 2021)



<https://www.instagram.com/p/B0XuWGnnpYy/>

'Purika Mucin'  
w/ Lee Eon Jeong (Sep.2021)



<https://www.instagram.com/p/CR5Ool5KMqf/>

'Clarins'  
w/ Make-up Artist Soo Kyung (Jul.2019)



<https://youtu.be/X7WQAj17h24?t=652>

'Dyson' w/ Shin Dong-heon (Sep.2021)



<https://youtu.be/X7WQAj17h24?t=652>

'Clarins' w/ Cheongdam Witch (Jun.2021)



<https://youtu.be/f4zH4x9-sM0?t=751>

'Clarins' w/ Hong Hyun Jeong (Mar.2021)



# References

## Ad Creation-Localization-Placement



‘LeeYoungAe’ (Oct. 2019)



‘CLARINS’ (Jan. 2019)



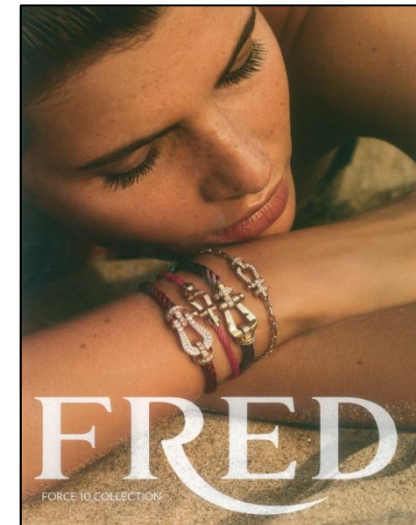
‘Chantecaille’ (Nov. 2017)



‘VISPRING’ (Sep.2018)



‘JULLAI’ (May 2017)



‘FRED’ (Oct. 2018)



010-2956-1221 | 010-8847-1219 | 신세계 호텔 02-310-1453 강남점 02-3476-1688 서울 02-3476-1614 인천점 032-493-1358 대구점 053-681-1864 수원점 031-745-1278 김해점 055-272-1150 | 콜센터 1588-0000 | 02-3440-4100 | 시애틀에 방문 01-8072-1000  
 beauty.stwflaga.com | instagram.com/la\_parc

LA PERVA  
THE EXTRAORDINARY BEAUTY



## New Beauty Emporium at BOONTHESHOP South

글로벌 패션 테스트네이션을 넘어 트렌디하고 세련된 라이프스타일의 기준을 제시하는 더 뉴 분더담 청담. 그곳에서 만나는 새로운 라페르바, 뷰티 엠포리엄 & 라페르바를 소개한다.

[illegible]

**'La Perva' newsletter (spring 2017) for Premium Customers  
at Boontheshop & Shinsegae Department Stores**



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## THANK YOU

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brand & trend media agency