

Content Services

- *Showroom*

Located in the center of Paris, Istanbul and Moscow, L'Appart PR always look at presenting its clients's collections and products at best. Our showrooms welcome media professionals on daily basis from stylists to editor, but also permit our client to have dedicated in-house presentations when necessary. Moreover, L'Appart PR showrooms dress A-list celebrities for highprofile events, from awards shows to exclusive galas. A network of connections within the entertainment industry and strong relationships with celebrities allow our showrooms teams to handpick style influencers to dress, in alignment with a clients needs. Our approach to celebrity endorsement, product placement and sponsorship gives our clients' unique brand recognition.

- *Communication*

L'Appart PR specializes in all aspects of public relations for luxury fashion, ready-to-wear, beauty, art and design companies.. Our highly experienced teams deliver creative and original press strategies that teases the curiosity to our network of style influencers and contacts in print, broadcast and digital media. Our industry experience and cultural insight helps target public awareness of our clients across global and local markets, in order to launch and craft the image of established or upcoming niche brands. Experienced PR teams handle from collection management and product placement to editorial features development and creative collaborations.

- *Events*

Thanks to our in-house event management team, we are able to manage your events from A to Z, from concept to production. Each client has a different soul, and we know that every event should represent it. L'Appart PR produces and manages a broad scope of events from shows to happenings, openings and cultural or special events with a bespoke approach. Dinners, parties, presentations, fashion shows or exhibitions as well are all handled to lead the guests into a fulfilling experience, made to impress, but most of all to create a lasting impression. From concept to implementation keys in hands, we aim to make our clients' vision a reality, choosing the best talents and vendors that suit our clients goals and budget. Guest lists are carefully curated from our exclusive network of celebrities, influencers, VIP's and media contacts in order to ensure high quality editorial coverage.

- *Creative Direction*

The positioning of a brand starts with its branding. Defining the right name, visual image, and symbol is a key point which can positively affect a global communication strategy in the long-term. L'Appart PR is curating all the visual aspects our clients may need : graphic design, web design, digital output or image production are all developed in-house by an experienced team, continuously looking for inputs and inspiration. Our creative direction department also aim to create one-of-a-kind communication tools with an innovative approach identifying unexpected and original concepts.

- *Digital*

L'Appart PR develops digital strategies that amplify brand awareness and drive business impact online. Increasing the online impact of our clients is one of our targets. We create the most suitable environment to engage with the audience conspicuously. Web, mobile and social platforms integrated experiences are carefully planned by our digital team, with extensive knowledge of influencers, bloggers, and online editors. Our collaborating online developers are ready to turn photos, videos, and sounds into the newest way to express the clients' peculiarities and allure.

Contenus References

Arche, Babyfoot, Barclays Bank, Bulgari, Calvin Klein, Chanel, Chivas, Christian Louboutin, Colette, Comptoir des cotonniers, Cos, Darphin, Desigual, Eres, Fendi eyewear, Fjallraven, G-Star Raw, Istanbul Fashion Week, Istanbul Museum Of Modern Art, Levi 's, Lierac, Louboutin, Esthée lauder, Make up For Ever, Mandarin oriental, Menard Cosmetic, Miu Miu, Nars, Nivea, Nuxe, Phyto, Soho House, Swarovski, Swatch, TF1 groupe, The House Hotel, Tony Ward, W Hotel, Who's Next, etc.