

AVANT+

A Life with Art

(주)아방가르드

INVITATION

Avant Garde Co., Ltd. is a company that creates a healthy

F&B culture with art in daily life.

Established with confidence that the artistic space with

delicious food in life through the space of

Avant Bakery & Avant Gallery Café creates a better world

A place where you can rest with art & healthy foods

Be join with Avant Garde.

A Life with Art

(주)아방가르드

Introduction of key executives

Cho Hyoungeun (Founder)

2015	Established avant-garde Co., Ltd., Hongik Graduate University of Culture and Arts Management (Leaving of absence)
2012~2014	Team leader of CJ E&M music business promotion marketing K-POP Global Tour / Music / Concert / Korean wave Content MD Planning & Marketing
2012	General Manager of the London Olympics 'SE Olympic Sponsorship Memorial Hall'
2010 2002	The general manager of the Vancouver Winter Olympics "SE Olympic Sponsorship Memorial Hall". In charge of running the Salt Lake Winter Olympics "SE Olympic PR Event",
2006~2008	Ritz – Carlton Hotel, LA. USA/ Working as a chef and intern.
2004~2006	Graduated from the culinary in Le Cordon Bleu, USA(Diploma)
2002	Cheil Worldwide Samsung Electronics Olympic Marketing - Culture Project
1995~2002	Graduated from Seogang University, Business Administration.

Introduction of key executives

Yoon Sungmin (Head Patisier)

Jul.2009 completed French INBP bakery (the domestic course).

Dec.2009 Completed the confectionery course at Tsuji culinary School in Japan.

Apr.2010 Acquired a Master of baking at the Korea Human Resources Corporation.

Apr.2010 Korea International Cooking Contest Cold&Hot Cooking Group Dessert Award - Korea Food Tourism Association

Oct.2010 Acquisition of a Confectionery Craftsman at the Korea Human Resources Corporation.

Jull-Aug 2010 Industry-academic practice in Kyoto, Japan.

2011 Graduated from bakery department at Hoseo College

2010-2014 Shinsegae SVN DALLOYAU, (Main&Dogok branch) THE MENAGERIE Sub-store Packaging (D-Cube City)

2014-2017 Bakery Gusto / Fall-in Pancake Open Member, General Manager

Jun.2020 French FERRADI CAP (Certificat d'attitude Professionnelle) Patisserie Certificate

2020 Work at RITZ Hotel Confectionery Part (Apprentissage)

2020 France ENSP - Entreme / Petitgateux / CHEF Etienne Leroy)

Feb-Apr.2021 PAIN STOCK Sous chef

Jun. 2021-now working as Avant-garde manager.

Avant+ Garde, History

✓ Running a major department stores in korea

✓ Sales & Best rated Customer Evaluation

✓ Expected to enter major commercial districts in Seoul

(Yeoksam, Seoul Forest, Euljiro, etc)



Avant+ Garde, C.I. Introduction



Among the etymology of AVANT-GARDE,
AVANT, that is, Advanced

Highlights the differences as a leading trend company

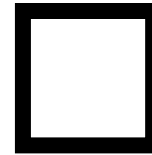
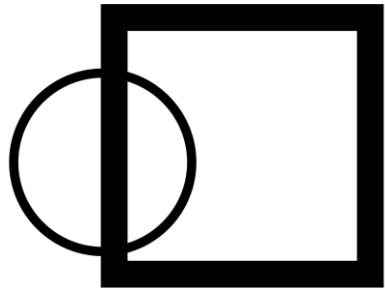
+ It aims to embody a future-oriented corporate image
that does not remain in the existing framework and
Standards, but

accepts and recreates new values and Ideas

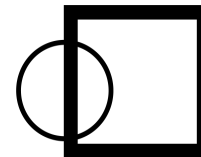
Avant+ Garde, Introduction of LOGO

Brand LOGO

Harmony of Classic & Modern



→ Existing trends, Values, and Standards
= **Classic**



→ Avant Garde's vision to present new dietary standards
= **Modern**

Mission Statement, Purpose of establishment

A Life With Art

Artistic space in a life, Avant Garde

Avant Garde considers three main values: Art, Space, and Food.

Through these,

First, it contributes to the development of the national economy,

Second, as an art and cultural powerhouse, it contributes to promoting the excellence of Korea.

Third, it maximizes profits based on sound and transparent management,

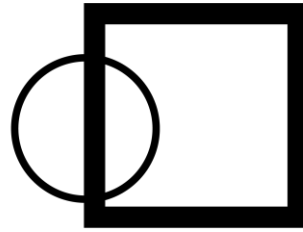
Fourth, it is to create a company that does not forget to share with employees as well as neighbors.

Avant+ Garde 4 Values

Art

Space

Food



AVANT+



Experience

Avant+ Garde 4 Values, "Food"

Food

AVANT+ BAKERY

Food_Avant+ Bakery

AVANT+ Bakery Brand Story

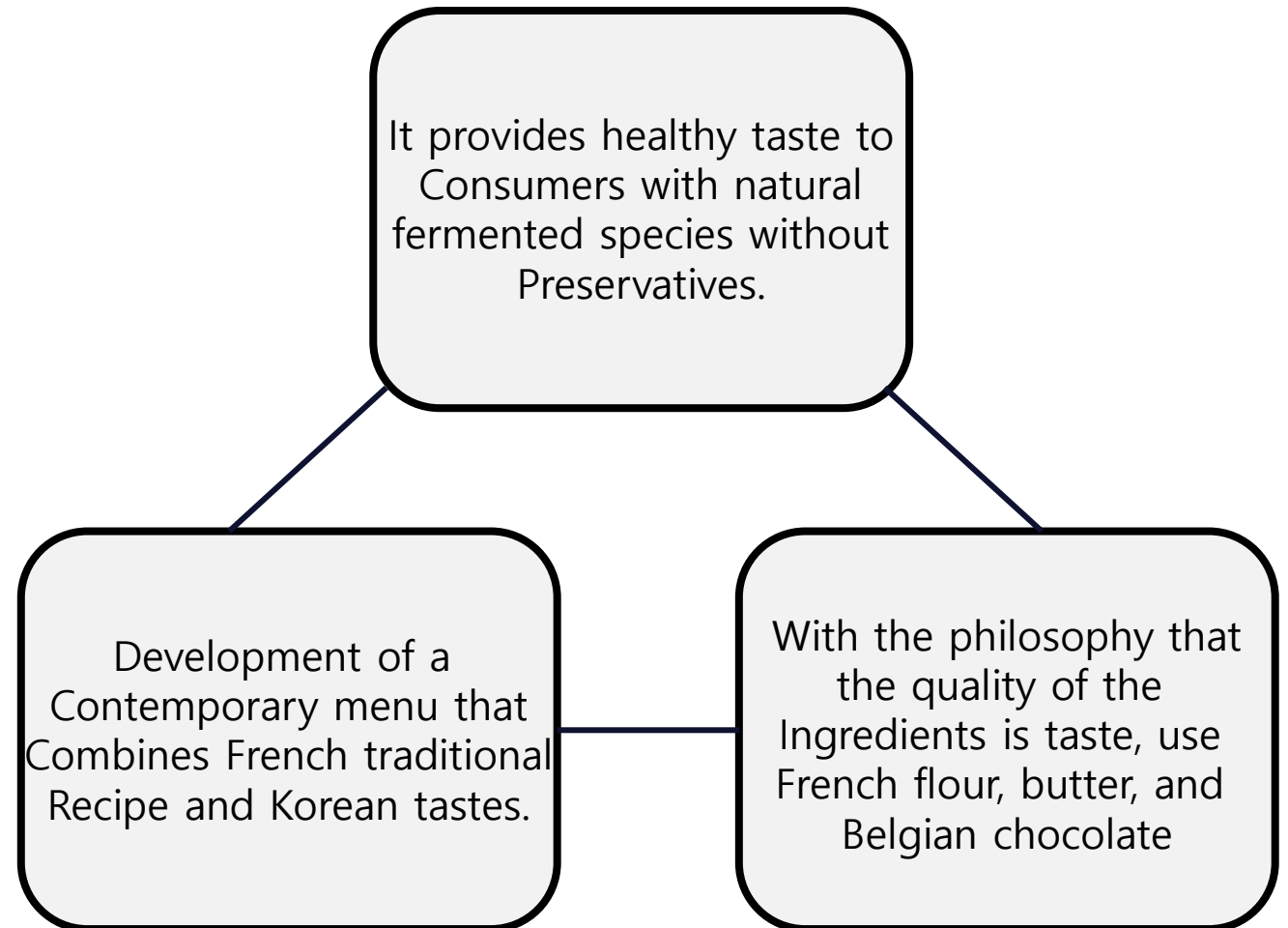
The ingredients are healthy

The bread made by a pâtissier of craftsmanship



AVANT+ Bakery

'BRAND CONCEPT'



Food_Avant+ Bakery

AVANT+ Bakery

'BUTTER'



A.O.P

In France, the A.O.P butter, which guarantees product quality, reliability, and original expertise, as well as specific regional, natural, climatic factors and traditional production methods, uses high-quality premium EZN butter of high quality, deep flavor and rich in nutrients.

AVANT+ Bakery

'FLOUR'



T-45



T-55



T-65

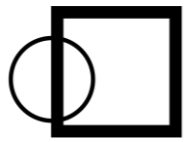
Based on its own technology and know-how in the French region of Limaneu,
It is an authentic French flour with high-quality wheat harvested eco-friendly without using pesticides and herbicides in all cultivation processes.

Avant+ Bakery 인테리어 컨셉

AVANT+ Bakery

Interior concept_tree & interior landscape





Avant+ Bakery Introduction of store

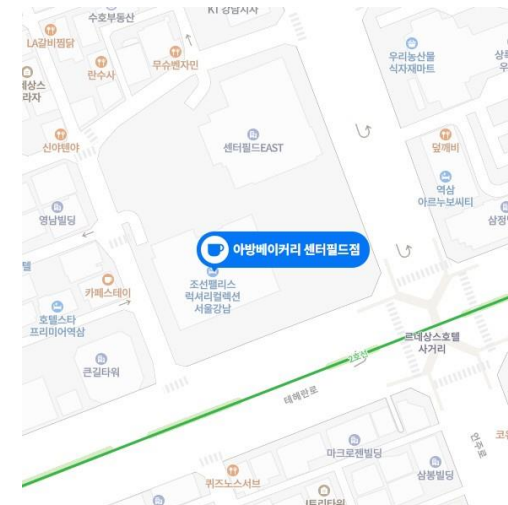
Open the 1st AVANT+ Bakery

■ OPEN DATE : 30, July, 2021

■ LOCATION : Chosun Palace Hotel 1st floor (Center Field)

■ CHARACTERISTICS

- Entering a brand that suits the tastes and preferences of employees of major domestic and foreign conglomerates.
- It focuses on brands such as F&B, fashion, jewelry, which are the best in Korea



Avant+ Bakery _ Center Field

Location : 1st floor of Chosun Palace Hotel in Yeoksam-dong (70 pyeong)

Concept : Natural fermented species, defense-free ingredients are delicious and healthy bread.

As a naturalistic brand, interior design is a landscape of trees and plants.

Approach : Targeting office workers and local residents in their 20s and 40s.

Menu : About 55 to 60.

8 scones, 7 croissants.

Two types of baskets, 4 types of rye bread.

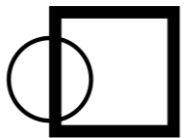
2 types of bread, 4 types of madeleine, 3 types of Financier, 1 types of sweet red bean bread, 5 types of hall cakes.

3 types of pound cake, 4 types of cream bread.

5 kinds of sandwiches.

※ Currently, addition/modification/change of the menu is continuously reflected (unit once or twice a month, seasonal fruits, new ingredients, etc.).





Avant+ Bakery Introduction of store

Open the AVANT+ Bakery Seoul Forest

- OPEN DATE : 4 , March , 2022
- LOCATION : 1st basement floor of D Tower Seoul Forest
- CHARACTERISTICS
 - 2,000 residents including D-Museum, SM Entertainment, and Hyundai Glovis
 - Eco-friendly interior targeting residents of Acro Seoul Forest
 - The location of Seongsu-dong & Seoul Forest's large floating population.



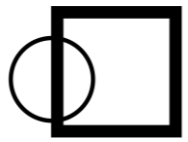
Lifestyle

재계 오너, 톱스타들이 입주한 현실판 '펜트하우스' 아크로 서울포레스트

글 윤혜진

서울숲을 정원처럼 품은 서울 성동구 주상복합 '아크로 서울포레스트'가 입주를 거의 완료했다. 이미 전세가가 분양가를 역전하며 강북권 초고가 아파트 반열에 올라선 아크로 서울포레스트를 심층 분석했다.





Avant+ Bakery _ Seoul Forest(D Tower)

Location : 1st basement of D Tower seoul forest

Concept : Natural fermented species, defense-free ingredients are delicious and healthy bread.

As a naturalistic brand, interior design is a landscape of trees and plants.

Approach : Targeting office workers and local residents in their 20s and 40s.

Menu : About 20 to 30.

9 scones, 4 croissants.

Four types of baskets, four types of rye bread.

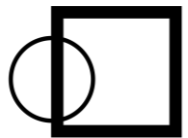
1 types of bread, 4 types of madeleine, 3 types of Financier, 1 types of sweet red bean bread, 3 types of hall cakes.

3 types of pound cake, 2 types of cream bread.

4 kinds of sandwiches.

※ Currently, addition/modification/change of the menu is continuously reflected (unit once or twice a month, seasonal fruits, new ingredients, etc.).





Avant+ Bakery Introduction of store

Open the AVANT+ Bakery Yeoksam

- OPEN DATE : 6 , May , 2022
- LOCATION : 1st floor of Stone ElySION
- CHARACTERISTICS
 - Establishing a premium image for the consumption of dogok residents
 - Quality, Culture and Art space that can encompass office workers
 - Eco-friendly interior of Avant Bakery using wood and stone



Avant+ Bakery _ Yeoksam

Location : 1st floor of stone elysion

Concept : Natural fermented species, defense-free ingredients are delicious and healthy bread.

As a naturalistic brand, interior design is a landscape of trees and plants.

Approach : Targeting office workers and local residents in their 20s and 40s.

Menu : About 30 to 35.

4 scones, 4 croissants.

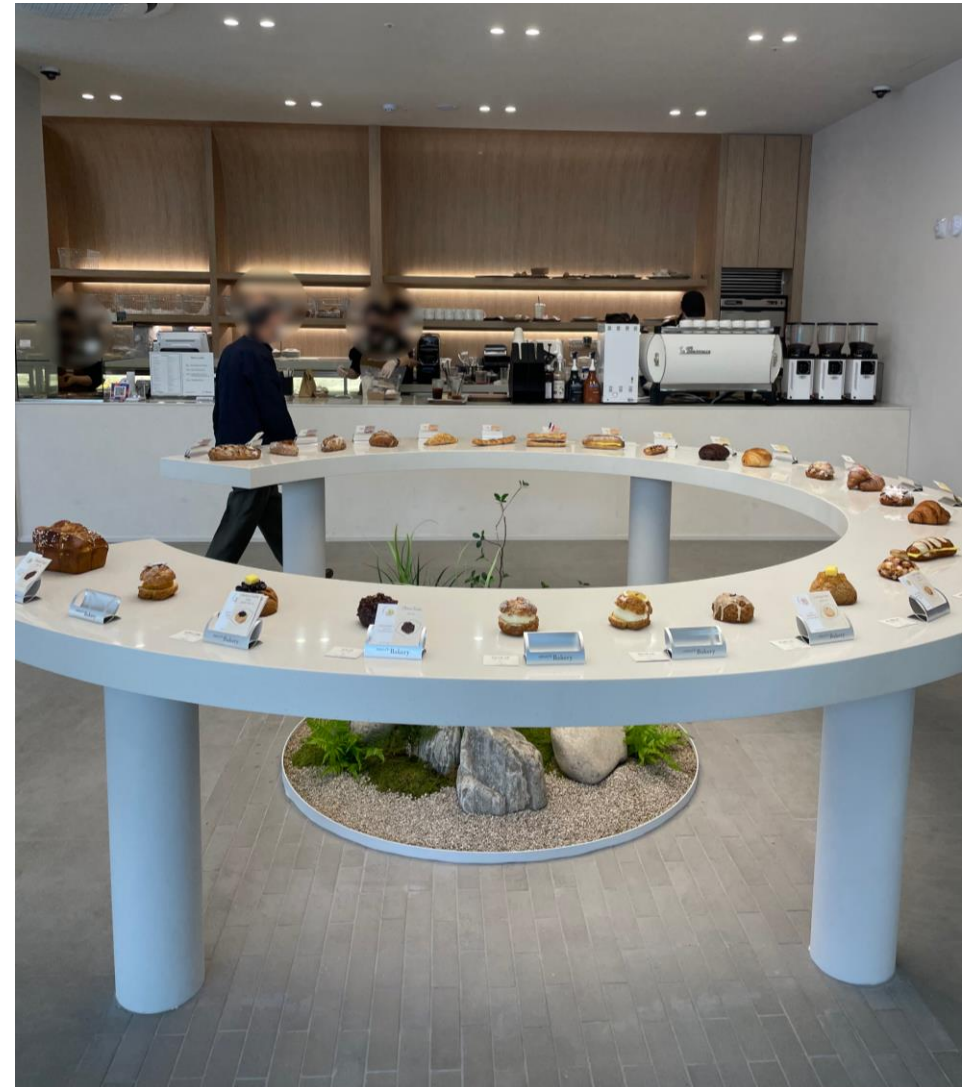
Four types of baskets, four types of rye bread.

1 types of bread, 4 types of madeleine, 3 types of Financier, 1 types of sweet red bean bread, 2 types of hall cakes.

2 types of pound cake, 2 types of cream bread.

4 kinds of sandwiches.

※ Currently, addition/modification/change of the menu is continuously reflected (unit once or twice a month, seasonal fruits, new ingredients, etc.).



Avant+ Bakery Operation Differentiation strategy

AVANT+ Bakery

Operation differentiation strategy points _ Visualized Bakery

"Before you taste it, you have to know"

- Provide information of the price, ingredients and taste of the bakery
- Communicate with customers by introducing the manufacturing process of bakery through Youtube

Avant+ Bakery _ Bakery cards

AVANT+ Bakery

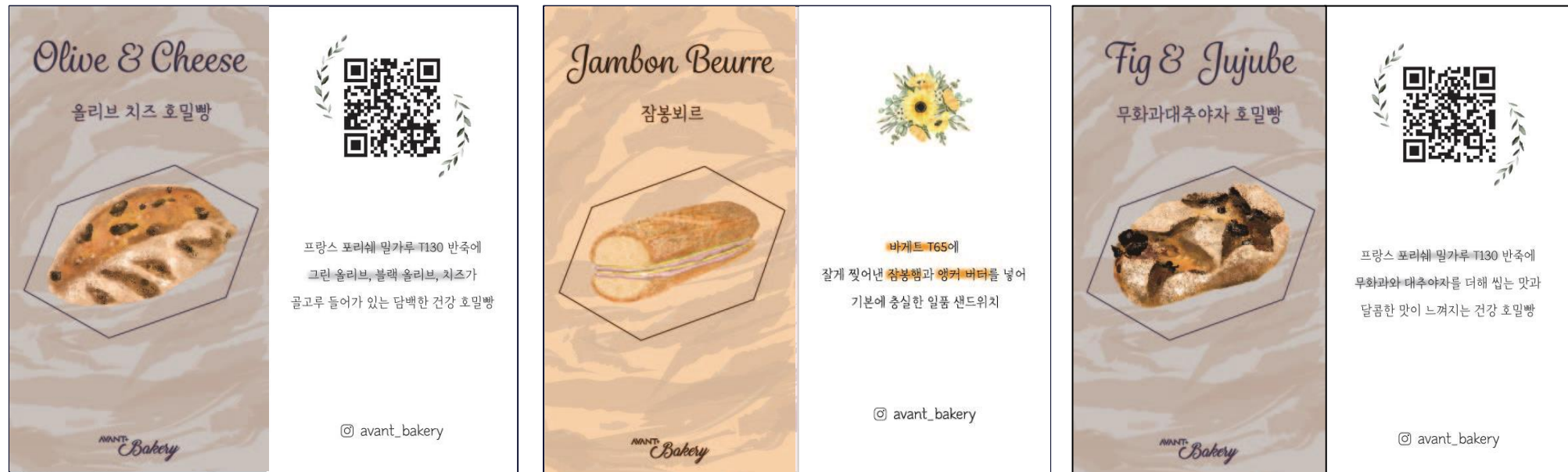
Operation Differentition Strategy _ Visualized Bakery Cards

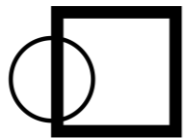


Avant+ Bakery _ Bakery cards

AVANT+ Bakery

Operation Differentition Strategy _ Visualized Bakery Cards QR code



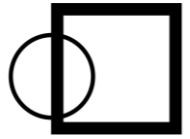


Avant+ Bakery _ Introduction Menu

AVANT+ Bakery

Main menu





Avant+ Bakery _ Introduction Menu

AVANT+ Bakery Handmade Cake



Red Velvet Cake



Choco Mocha Cake



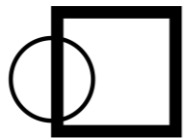
Lemon Cream Cake



Blueberry Mini Cake



Vanilla Bean Mini Cake



Avant+ Bakery _ Introduction Menu

AVANT+ Bakery

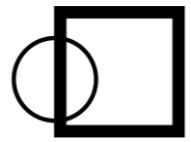
Cookies & Bottle Cookies



Cookie



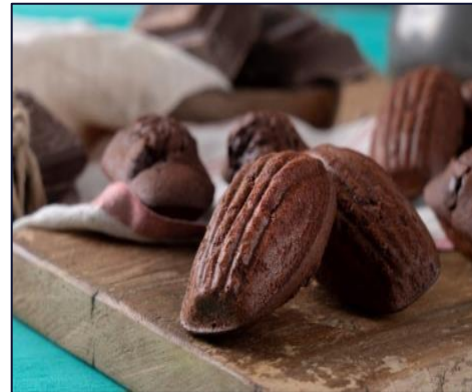
Bottle Cookie

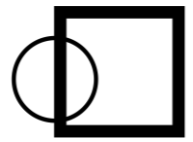


Avant+ Bakery _ Introduction Menu

AVANT+ Bakery

Madelenine & Financier



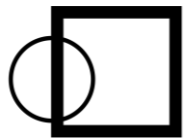


Avant+ Bakery _ Introduction Menu

AVANT+ Bakery

Pound Cake





Avant+ Bakery _ Introduction Menu

AVANT+ Bakery

Brunch(Salad, Sandwich)



Shrimp Salad



Mushroom Salad



Potato Salad



Jambon Beurre



Scramble Croissant Sandwich



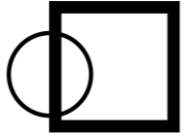
Basil Croissant Sandwich



Tuna Sandwich



Avocado Rye Sandwich



Avant+ Bakery _ Atelier Maison_(Center kitchen)

AVANT+ Bakery

Atelier Maison

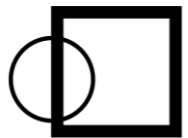
<Directly operated store and franchise bakery>

<Delivered to hotels and external companies>

Key Features

1. Produces Croissant dough
2. Produces Scone dough
3. Produces Cookies & Cake
4. Menu R&D
5. Educates Patisier





Avant+ Bakery _ Atelier Maison(Center kitchen)

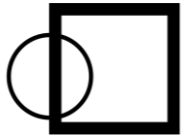
AVANT+ Bakery Croissant dough



AVANT+ Bakery
Croissant dough

Recommend It

- ◆ You can simply enjoy the finest dessert menu at home
- ◆ Bread for those who are looking for healthy bread
- ◆ Simple home baking
- ◆ Delicious children's snacks
- ◆ A Simple breakfast



Avant+ Bakery _ Atelier Maison_(Center kitchen)

"What's special about the croissant at Avant+ Bakery?"

Avant+ Bakery has been certified for Food Safety Management (HACCP).



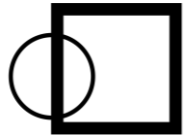
HACCP ?

In order to ensure the safety of food, raw materials of food are produced, manufactured, processed, preserved, and distributed.

Until the consumer finally eats the food, at each stage,

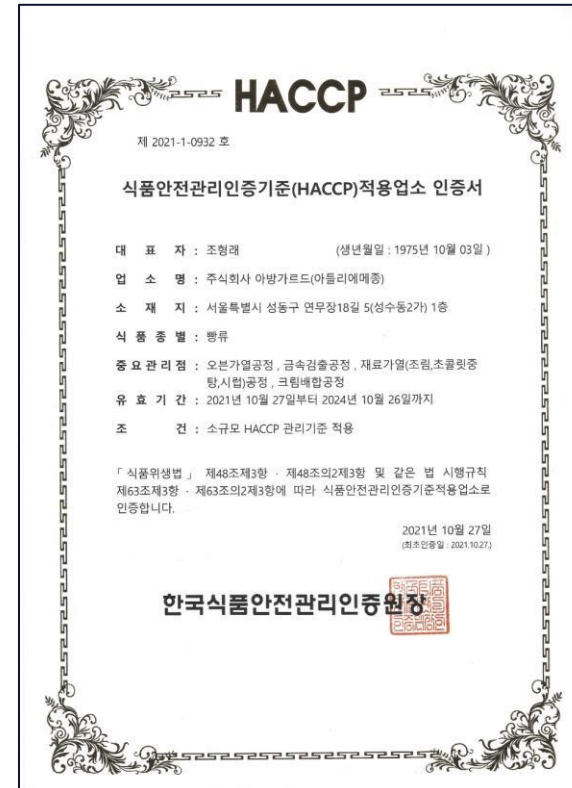
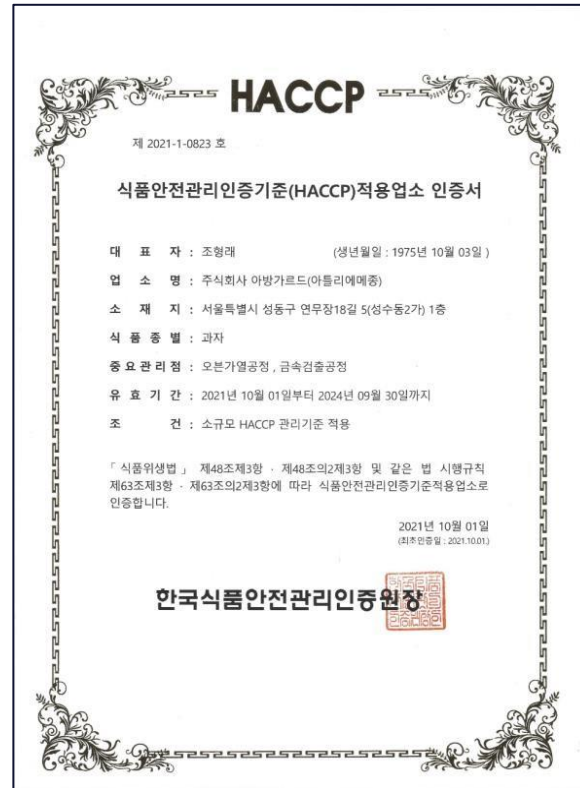
A scientific hygiene management system that systematically manages all possible hazards.

Avant Bakery always hygienically manages raw materials, manufacturing, and processing, prioritizing consumers, and makes fresh and delicious premium desserts that take into account the public's tastes.

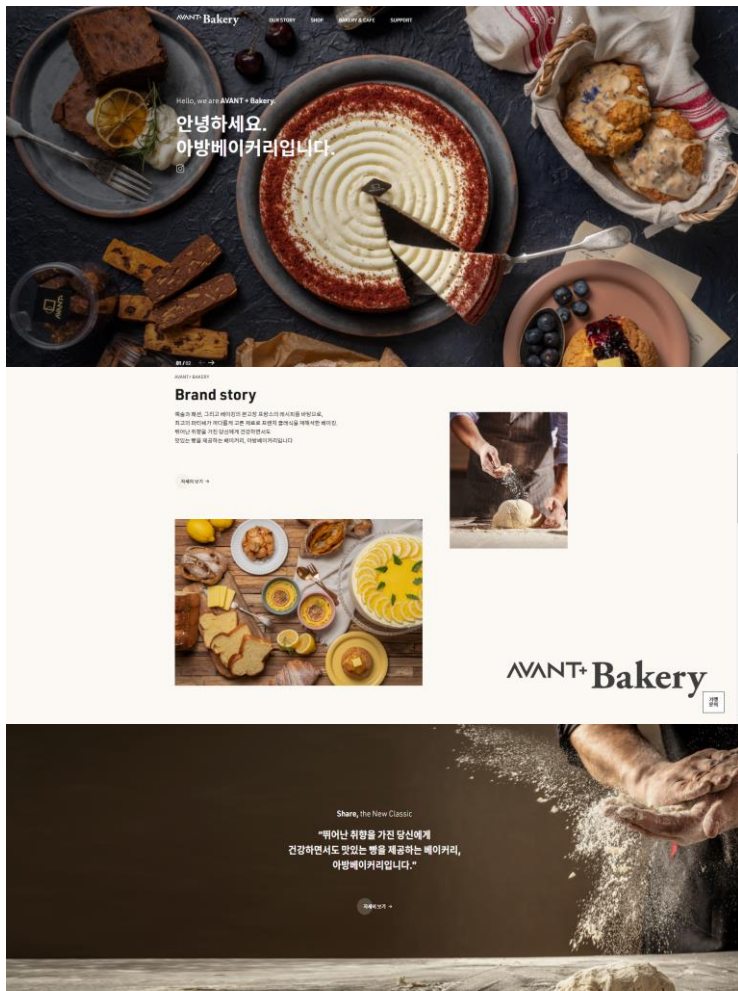


Avant+ Bakery _ Atelier Maison_(Center kitchen)

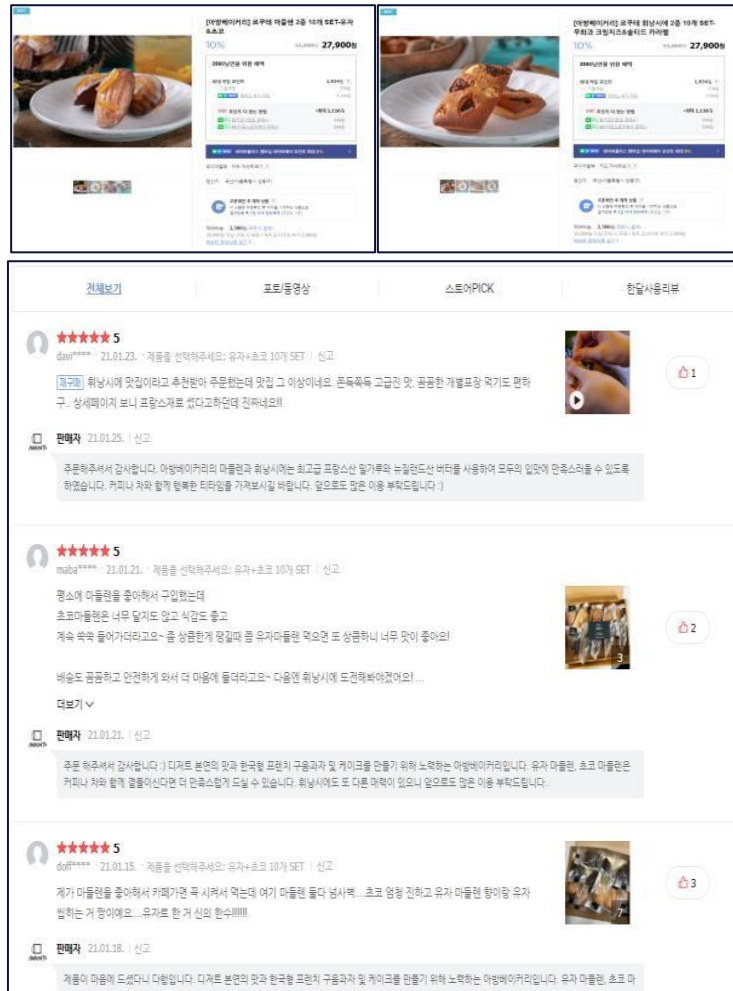
Obtained **HACCP**(Food Safety Management Certification Criteria) in 2021.



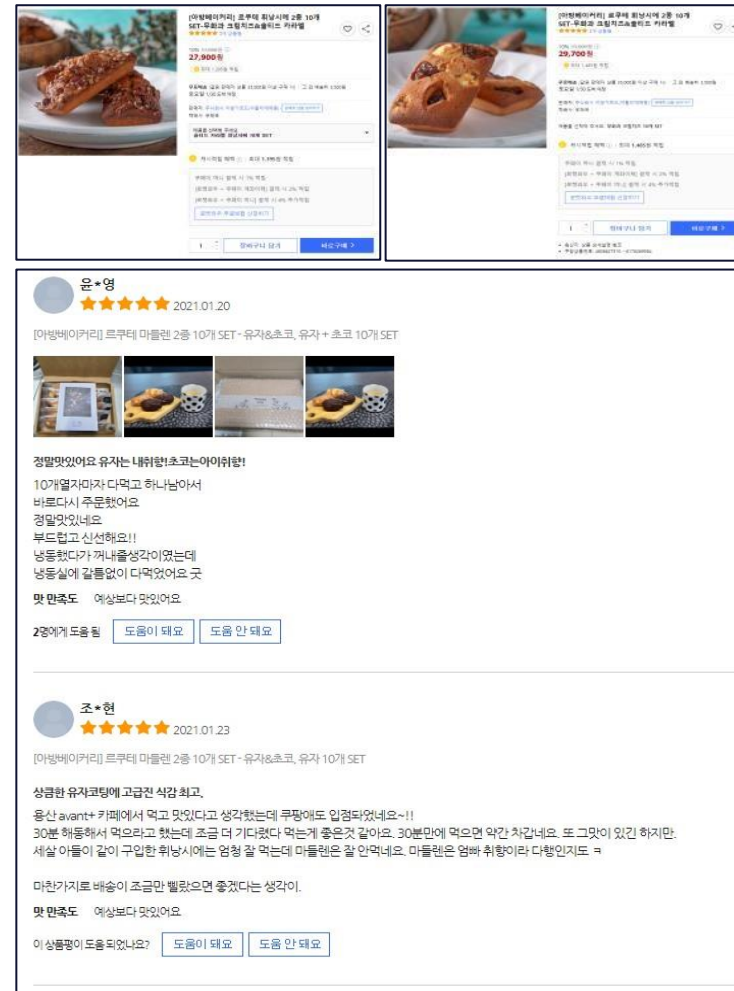
Online Store "Avant+ Bakery"



Official Web Site



Naver Smart Store



Coupang

Avant+ Bakery _ Seasonal Event



D-Cube city Christmas cake



Halloween event

2
♥
14

다크 팰미까레
화이트 팰미까레
딸기 팰미까레
딸기 초코 페스츄리
바나나 초코 페스츄리
레몬 화이트 페스츄리

VALENTINE'S DAY

A little
treat
for someone
sweet

♥

Dark Palmier Carre
White Palmier Carre
Strawberry Palmier Carre
Strawberry Choco Pastry
Banana Choco Pastry
Lemon White Pastry

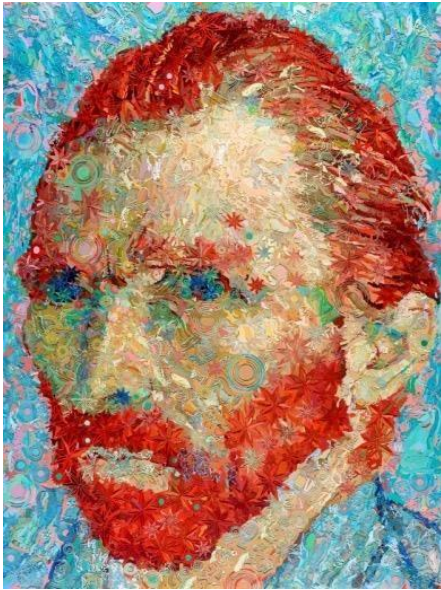
AVANT+ Bakery

2
♥
14

Valentine's day event

ART

Artist / Collaboration



Jang woo seok



Jang seung hyo



Hong seung won

Jang Seung Hyo, Hong Seung Won, Ham Do Ha, Jang Woo Seok, Tiago, Kim Ji Young, and about 30 others.

Exhibition and sales agency site.

Avant Garden Gallery & Cafe (Hyundai Department Store / Yongsan I'Park Mall)

Avant Garde Website (www.avantbakery.com)

Art+ Collaboration



Lansmere Hannam Art Collaboration
(2015. 10)



Leaders Cosmetics Art Collaboration
(2015. 01)



Ham Do Ha Art Collaboration MD
(2020. 06)



Avantgarde x
The Trinity Gallery Postcard (2021. 01)

SPACE

Gallery Café / Exhibition



We think,
Space as Gallery

All Staffs as Curator
Design Creator / Experience Director

Space+ Gallery Café #1 (2014)

Gyeonglidan street

Space Concept : Cafe as Gallery (Itaewon accounting weakness)

Strategy :

A trendy gallery cafe for people in their 20s and 30s.

Original Dessert / Beverage

ex) De Moisselle (France) / Tororo Pudding (Japan)

Contents: Exhibition of Kim Jiyoung, Jung Taeyong, Jam Kim's works.

Service Area: Coffee, dessert, ice cream, exhibition/rental

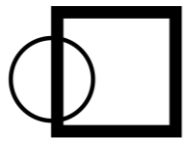
※ Closed in December 2020.



Appearance facade expresses the diversity of art.



Exhibition & sales agency of up-and-coming Korean artists.



Space+ Gallery Café #2 (2015 - Present)

Hyundai Department Store D Cube City's 1st branch

Space Concept : Cafe as Gallery (Hyundai Department Store D Cube City Branch)

Strategy :

A trendy gallery cafe for people in their 20s and 30s.

Original bakery / Beverage

ex) Pastry, Financier, Madeleine, Cake & Cookie

Contents: Exhibition of works by artists Jang Woo Seok, Ham Do Ha, Han Ho, and Baek Hyang Mok

Service Area: Coffee, Bakery, Gallery



Space+ Gallery Café #3 (2020 - Present)

HDC Yongsan I'Park Mall's 2nd branch.

Space Concept : Cafe as Gallery (HDC I'Park Mall)

Strategy :

A trendy gallery cafe for people in their 20s and 30s.

Original bakery / Beverage

ex) Pastry, Financier, Madeleine, Cake & Cookie

Contents: Jang Woo Seok, Ham Do Ha, Kim Min Hyung,
Baek Hyang Mok, Hwang Seung Won, and Kim Ji Young
Exhibition.

Service Area: Coffee, Bakery, Exhibition

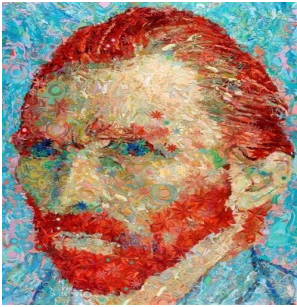


ART

Introduce the exhibition artists

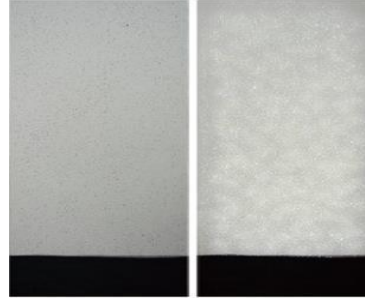
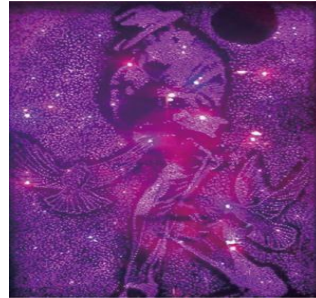
Space + Exhibition

Jang Woo Seok



- Individual and team;
Tranquil State/The Loft 203 (Korea), Yokohama Triennale
Smart Illumination (Japan), ARCO 07-Contemporary (Spain), etc.

Han Ho



- Individual : "Paras of Light"
The exhibition of works from Venice Biennale.

Ham Do Ha



- Individual & team ; ART FURNITURE, Surface &
Structure competitions
Collaboration with Body Friends and projects with
Samsung C&T.

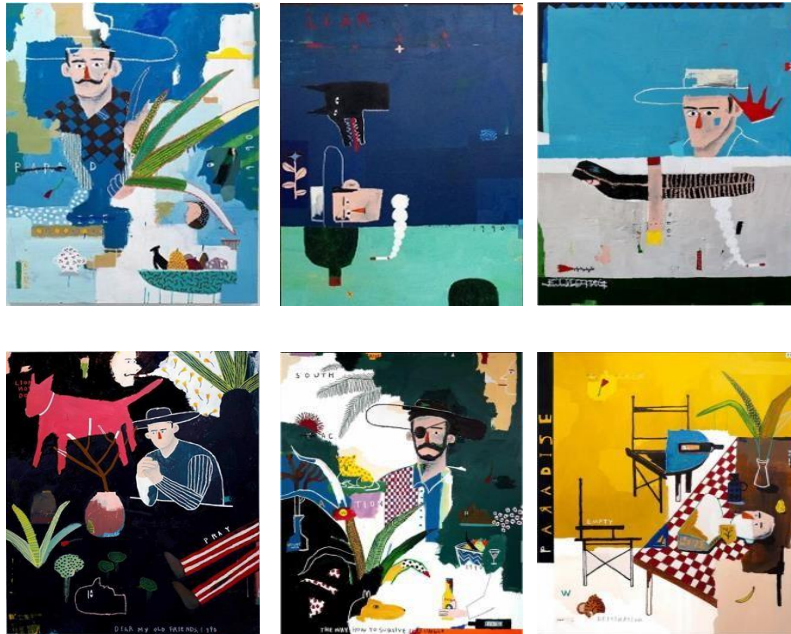
Space + Exhibition

Kim Min Hyung



- Individual : Share the FANTASY, Shoe Room & Gu: Head Room, etc.

Baek Hyang Mok



- Individual : How to peel a banana, WANDERLUST, etc.

Son Moon Il



- Individual : Son Moon-il Exhibition (Beijing, China), "Language of Substances" Exhibition (Venice, Italy), and "Essence and Playfulness" Exhibition (Seoul, Korea), etc.

Space + Exhibition

Kim Ji Young



- Private exhibition
- Residential Studio, Manhattan, New York, 2017
- LA Art Show, Los Angeles, USA, 2019 etc

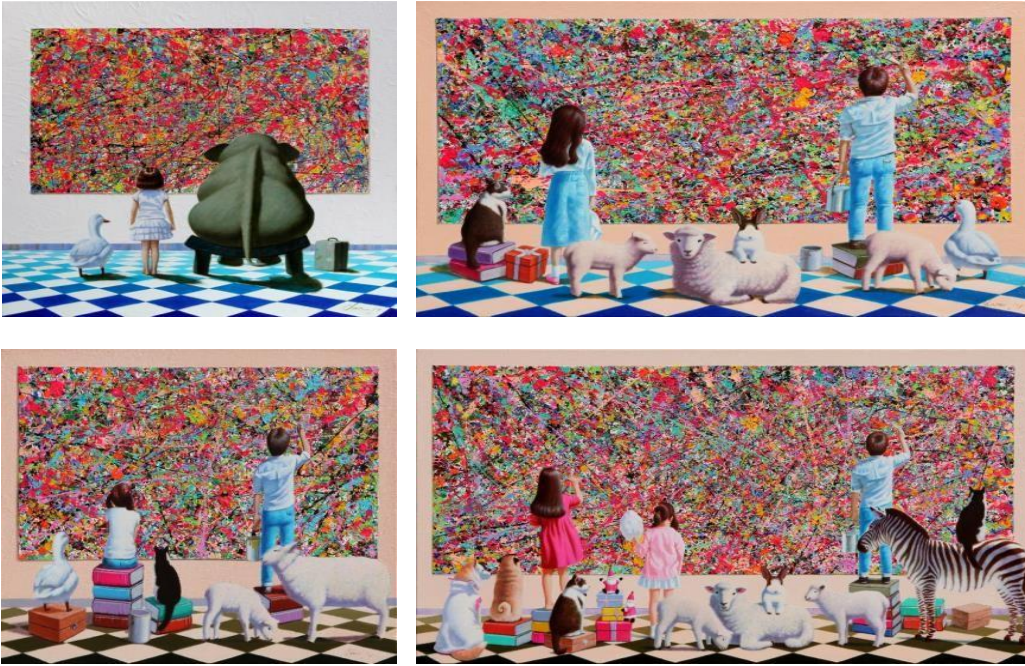
Hwang Seung Won



- Client : Giorgio Armani Men's Fashion, BMW mini etc

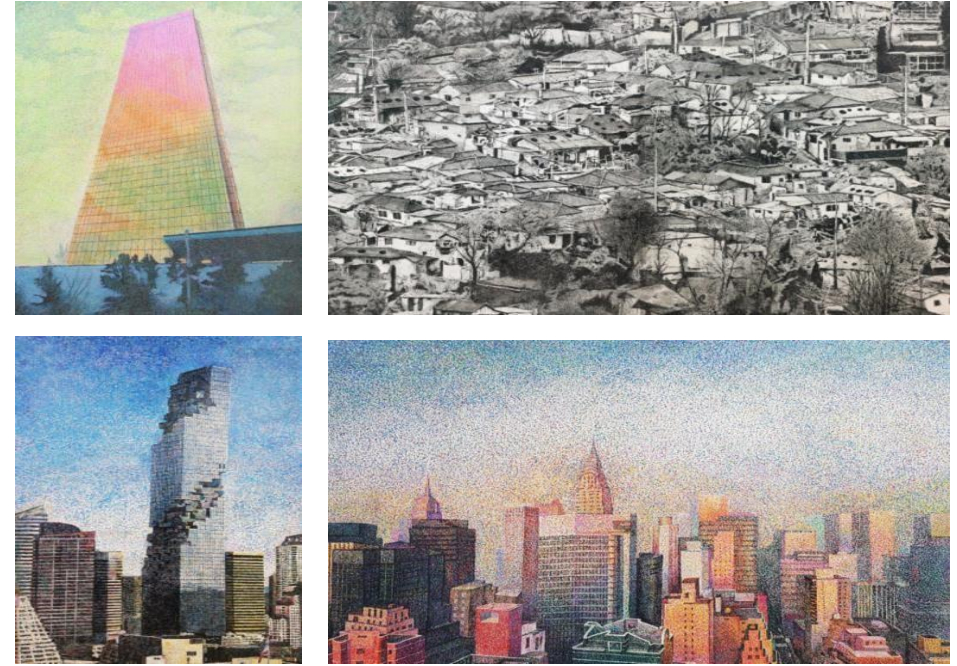
Space + Exhibition

Kim Chan Joo



- Individual ; Coexistence.

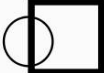
Lee Chan Hea



- Individual ; 63 Building, Baeksa Village, Mahanakhon, Building, etc.

ARTIST COLLABORATION (Tumbler)



Ham Doha
×

AVANT+



ARTIST COLLABORATION (Cup)

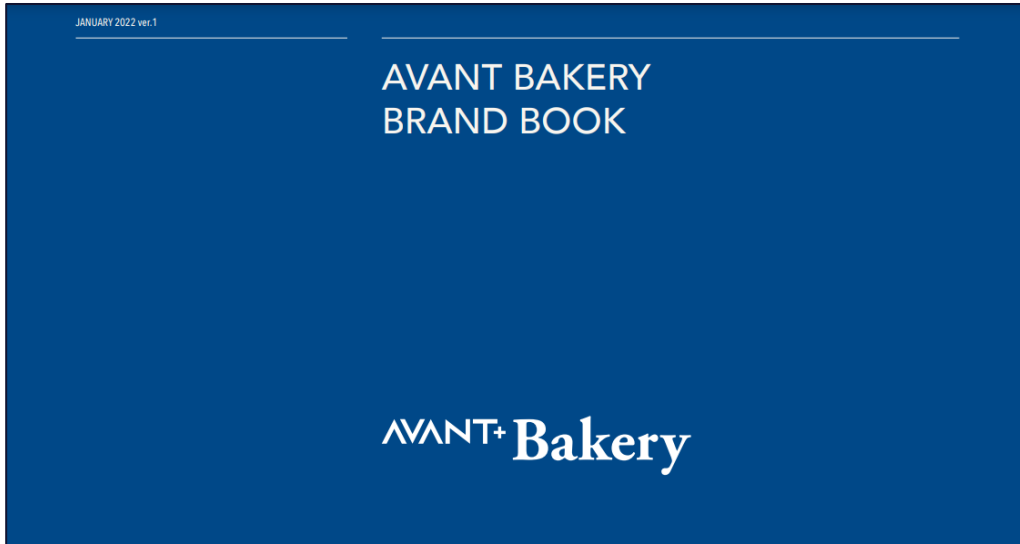


Coffee-related products such as coffee hand-drip bag and gold-blue bottle sold out. Fashion products such as AVANT+ logo hats and hoodies have been released.

Brand Book

AVANT+ BAKERY

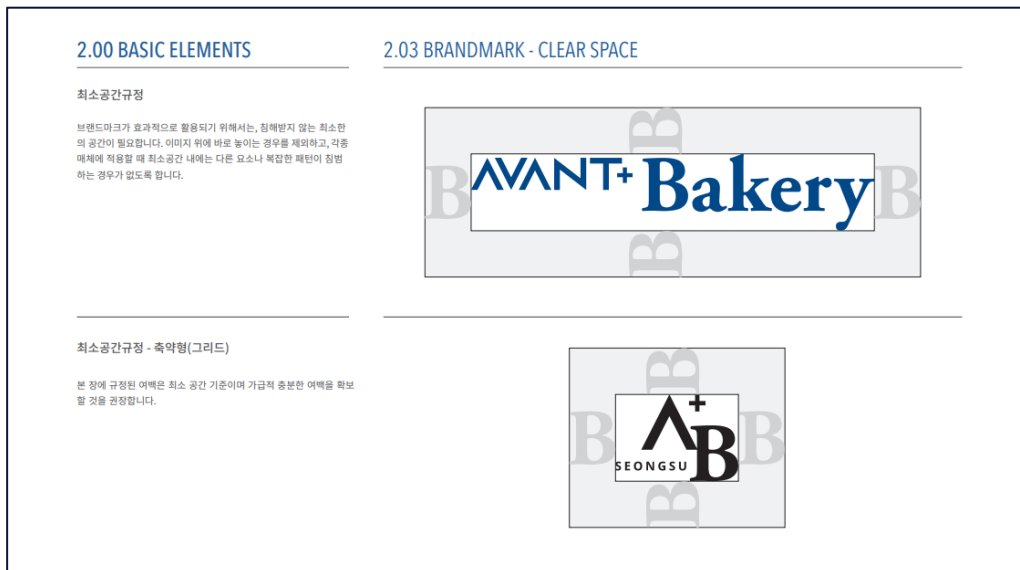
Brand Book



What is the Brand book?

1. A production that reflects brand value & philosophy :
Basic principles for maintaining/managing consistency
and detailed guidelines for application

2. B2B / B2C :
Produced as part of a consistent communication strategy
with customers



<Subject to application>

- Wrapping Paper
- On / Offline production
- Online Website / SNS

Recipe Book



RECIPE BOOK

AVANT+ Bakery



RECIPE BOOK

AVANT+ Bakery

What is the Recipe book?

1. Avant+ Bakery Taste of menu,
Detailed guidelines for maintaining consistency and
application of basic principles of production

2. B2B / B2C :
Produced as part of a consistent communication strategy
with customers

<Subject to application>

- Bakery Menu
- Brunch Menu
- Coffee Menu
- Beverage Menu

Major Domestic Press Release



베이커리 시장이 변한다...조형래 “아방가르드 하게” [인터뷰]

2022. 04. 27.

아방가르드는 프랑스어다. 그 어원이 재미있어 소개해보고자 한다. 나폴레옹은 전쟁에서 이기기 위해 선발대가 필요하다고 느꼈다. 전쟁의 본대는 뒤에 있고 소수의 몇 명이 적군을 향해 앞서 간다. 나폴레옹은 이 희생을 통해 적군의 상황을 파악, 전쟁에서 승리할 수 있었다. 이게 시대가 지나면서 ‘앞서서 행하는 사람’의 의미를 갖게 됐다. ‘기존의 틀에서 벗어난’, ‘기이한’과 같은 의미다. 주식회사 아방가르드의 슬로건도 이와 일맥상통하다.

‘Share the new classic’ 기존의 가치는 훼손시키지 않되 현대에 맞춰간다는 의미다.

“대기업 생활을 포기하고 경리단길에 18평짜리 카페를 차리려고 준비할 때 얘기에요. 부동산 계약금, 인테리어 등 세심하게 신경 쓰다보니 퇴직금은 물론이고 자산 대부분을 소진하게 되더라고요. 지인들이 대부분 대기업에 다니고 있는 사람들이라 보니 제 낯두리를 이해하지 못했어요. 이 고민을 이해해줄 수 있는 사람들이 CJ E&M에서 근무할 때 알게 된 작가들이었어요. 그 때 알던 작가 3명이 본인들의 작품을 무상으로 기증하겠다고 했어요. 대신 열심히 영업해서 작품을 판매하겠다고 약속했죠. 그 때 함께한 작가들이 양승진, 백종휘, 잼킴 이렇게 3분이에요. 지금은 아주 유명한 분들이지만 그때만해도 갓 졸업한 신인 작가들이었어요. 그 이후로 아방가르드가 성장할수록 함께할 수 있는 작가와 전시할 수 있는 작품이 늘었으면 좋겠다는 꿈을 꿔요. 베이커리 입장에서 작품은 인테리어 효과를 내고, 작가들에게 이 공간은 갤러리가 되는 거예요. 또, 작품이 팔리면 수익은 작가와 나눕니다. 윈윈 하는거죠. 이후로 작가들은 물론이고 일반인 중 작품 활동을 하시는 분들의 작품도 전시한 적이 있어요. 앞으로도 LA가 됐든 베를린이 됐든, 파리가 됐든 아방베이커리가 있는 곳에 한국 젊은 작가들의 작품을 전시할 기회를 제공하려고 해요.”



Avant+ Garde Press Release



 **헤럴드경제**

2021.03.16.

아트와 베이커리 접목한 럭셔리 예술카페로 거듭난다

아방(AVANT+)갤러리카페가 미식문화와 예술을 선도하는 아트비즈니스 기업으로 사세확장에 나선다. 베이커리의 온오프라인 접점을 확대하고 예술계의 호평을 받아온 젊은 작가들의 작품 전시도 보다 체계적이고 전문적으로 진행할 방침이다. 회사 측은 '베이커리와 아트를 접목한 비즈니스의 모범사례'라는 입소문을 타고 국내 최고의 갤러리카페로 자리매김한다는 계획이다.

먼저 직영점에서만 판매되던 아방갤러리카페만의 독자적이고 신선한 베이커리 메뉴들을 네이버스토어와 쿠팡에 입점시키며 편리성을 추가했다. 대중적인 인지도와 제품력을 기반으로 한 진출이라는 점에서 아방갤러리카페의 저력이 확인되는 대목이다. 루프탑, 펍 등 오프라인에서 강점을 보여온 기존의 공간감을 온라인으로 확장한 점도 눈에 띈다. 올해 초 아방빵체험단 1기를 모집해 전폭적인 지지와 호평 속에 행사를 마쳤다. 체험단은 향후 다양한 신메뉴 출시와 함께 이어질 계획이다.

아방갤러리카페의 이러한 행보는 코로나시대에 더욱 빛을 발할 것으로 보인다. 위생과 안전이 최고 관심사로 떠오른 만큼 건강한 재료로 만든 고품질의 제품을 선호하는 이른바 '가심비'가 주요 소비성향으로 굳어졌기 때문이다. 이러한 고급스러운 미각과 세련된 정서를 추구하는 카페 트렌드에 맞춰 보다 편리하고 만족스러운 서비스를 온오프라인을 통해 동시 공략한다.

한국경제TV

아방갤러리카페, 베이커리와 아트 접목한 럭셔리 예술카페로 주목

2021. 03. 15.

아방(AVANT+)갤러리카페가 미식문화와 예술을 선도하는 아트비즈니스 기업으로 사세확장에 나선다. 베이커리의 온오프라인 접점을 확대하고 예술계의 호평을 받아온 젊은 작가들의 작품 전시도 보다 체계적이고 전문적으로 진행 할 방침이다. 회사 측은 '베이커리와 아트를 접목한 비즈니스의 모범사례'라는 입소문을 타고 국내 최고의 갤러리 카페로 자리매김한다는 계획이다.

먼저 직영점에서만 판매되던 아방갤러리카페만의 독자적이고 신선한 베이커리 메뉴들을 네이버스토어와 쿠팡에 입점시키며 편리성을 추가했다. 대중적인 인지도와 제품력을 기반으로 한 진출이라는 점에서 해당 업체의 저력이 확인되는 대목이다. 루프탑, 펍 등 오프라인에서 강점을 보여온 기존의 공간감을 온라인으로 확장한 점도 눈에 띈다. 올해 초 아방빵체험단 1기를 모집해 전폭적인 지지와 호평 속에 행사를 마쳤다. 체험단은 향후 다양한 신메뉴 출시 와 함께 이어질 계획이다.

2021년을 맞아 아트 갤러리로의 사업영역도 보다 체계적으로 범위를 넓혀간다. 용산구에 위치한 더트리니티갤러리, 서래마을에 위치한 AB 갤러리와 협업을 통해 전속작가들의 작품전시를 다양화·이원화한다. 애호가들의 문화 적 갈증을 해소하는 한편 신진 작가들의 전시공간을 확대해 작품전시의 기회를 넓히겠다는 복안이다. 아방갤러리카페는 기존 장우석·함도하·김민형·백향목 등 국내 예술계가 주목하는 스타들의 작품을 전시하며 자유롭고 트렌디한 아트 갤러리로 인정받아왔다.



아이뉴스 24

코로나 시대, 카페는 진화한다...
2021 커피 트렌드 'S · M · I · L · E'



아이뉴스24 이도영 기자

2020. 11. 29.

지난 5일 열린 서울 카페쇼에 따르면 2021년 커피 트렌드는 'SMILE'이다.

▲커피 구독시대(Subscription) ▲MZ세대 취향 저격한 커피의 무한변신(Modification) ▲커피 존재감(Identification)
▲고품격 홈카페 문화(Luxuriousness) ▲포스트 코로나 시대에 친환경 커피(Environment) 영단어의 앞 글자를 땀다.

■ 갤러리아, 카페야? 커피의 품격을 높인 예술 공간

전시 공연 등 직접 찾아다니지 않고 스마트하게 반경을 넓힐 수 있는 아트 카페는 예술적 활로가 막 막힌 코로나 시대에 정서적 허파 역할을 해준다. 예술품 전시 공간과 쾌적한 카페 공간이 맞물려 품질 좋은 커피 한 잔을 마시며 느긋하게 전 시를 관람할 수 있다. 커피와 예술을 한 번에 즐기며 정서적 힐링을 통해 가슴은 채우는 포만감은 덤이다.

아방(Avant+)갤러리카페는 미술과 카페를 접목한 아트 갤러리카페다. 2014년 회사명과 동명의 아방가르드 카페를 오픈하고 루프탑, 펍으로 영역을 넓히다, 올해 디큐브 현대백화점점 리뉴얼 및 용산 아이파크몰점 오픈을 기점으로 아방 갤러리카페로 이름을 바꿨다.

아방가르드는 장우석·함도하·김민형·백향목 등 국내 예술계에서 이미 주목받는 스타 작가들은 물론 신예작가들의 작품을 아방갤러리카페에 대거 전시해 애호가는 물론 일반인들의 입소문을 탔다. 프랑스 국립지중해박물관 기획자와 협업한 실내 인테리어, 최고급 프랑스 원재료로 빚어내는 디저트, 유럽 현지의 맛을 느낄 수 있는 커피의 3중주도 카페의 인기요인이다.

Avant+ Garde Press Release

아시아경제

아시아 경제 2020.09.25



5만원에 테이크아웃 커피 30잔... 백화점·쇼핑몰 구독경제 '붐'

신종 코로나바이러스감염증(코로나19) 장기화 속 오프라인 내방 고객을 잡기 위 한 구독경제 서비스가 늘고 있다. 반대로 비대면 문화에 맞춰 고객 집 문 앞까지 큐 레이팅한 상품들을 배달해주는 '연택트(비대면)' 구독 서비스도 증가하는 추세다.

25일 유통업계에 따르면 HDC그룹 계열사 내 유통 전문 기업인 HDC

아이파크몰은 내달 5일부터 커피 구독권을 판매한다.

월 구독료 5만원에 30일간 매일 아메리카노 1잔을 아이파크몰 리빙파크 1층 아방 트 갤러리 카페에서 수령할 수 있는 서비스로 정상가격보다 약 65% 가량 저렴한 혜택을 제공한다.

Avant+ Garde Press Release



브릿지경제 '라이프스타일' 2020.11.20

아방(Avant+)갤러리카페는 미술과 카페를 접목한 아트 갤러리카페다.

2014년 회사명과 동명의 아방가르드 카페를 오픈하고 루프탑, 펍으로 영역을 넓히다, 올해 디큐브 현대백화점점 리뉴얼 및 용산 아이파크몰점 오픈을 기점으로 아방 갤러리카페로 이름을 바꿨다.

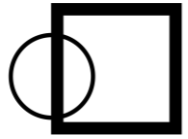
아방가르드는 장우석·함도하·김민형·백향목 등 국내 예술계에서 이미 주목받는 스타 작가들은 물론 신예작가들의 작품을 아방갤러리카페에 대거 전시해 애호가는 물론 일반인들의 입소문을 탔다. 프랑스 국립지중해박물관 기획자와 협업한 실내 인테리어, 최고급 프랑스 원재료로 빚어내는 디저트, 유럽 현지의 맛을 느낄 수 있는 커피가 인기요인이다.



미술과 카페를 접목한 아트 갤러리 카페 아방(Avant+)의 용산 매장.(사진제공=아방)

Future Plan

Overseas Expansion & NFTs



Avant+ Bakery Overseas Expansion Plan

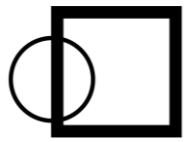
2023 overseas expansion plan Los Angeles, New York in America



<Los Angeles>



<New York>



Avant+ Bakery Overseas Expansion Plan

Maintaining the existing home bakery product &
Union Tree Product Development Agreement for Product Differentiation Strategy

- 1) Pastry Hotteok
- 2) Premium Bagel
- 3) Goods Collaboration
- 4) etc



<example 1>



< example 2>

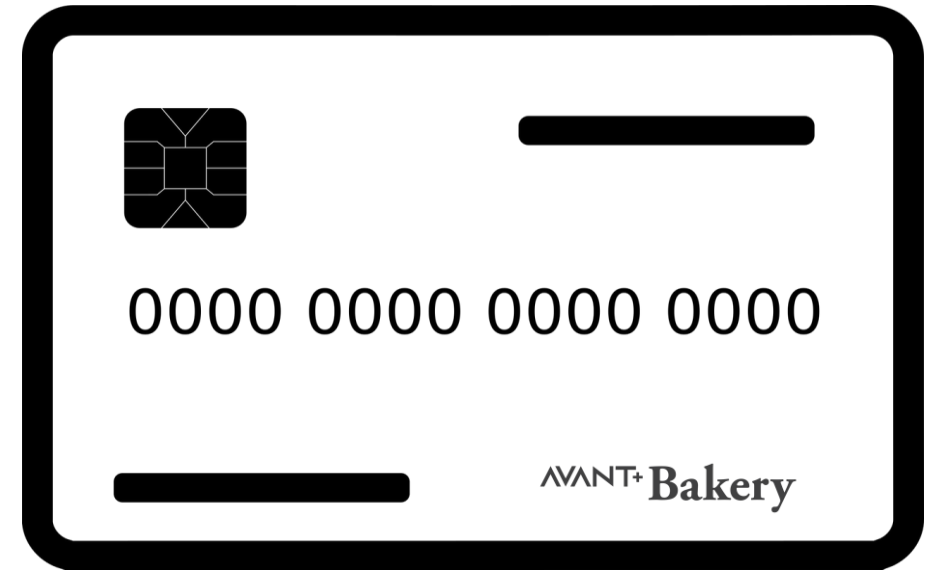


<collaborate goods>

Avant+ Bakery NFTs Membership



< example 1 >



< example 2 >

Avant Bakery Membership to be released

- > **NFTs technology-based Customer Membership :**
Avant Bakery NFT's membership provides specialized products and services to customers
- > **Avant+ Bakery :**
Bakery / Coffee Subscription Service(Monthly prepayment system, Discount, Induce revisit)

THANK YOU