



Gabriel de Ita

### My History Biography:

My first opportunity to work at Massimo Dutti was under the direction of Mr. Lino de Prado Sampedro, at the Parque Duraznos store where my taste for Visual Merchandising was born. A short time later I was invited to join the work team of the Adolfo Dominguez Boutique, in Bosque de las Lomas, under the direction of the Pérez Arizti family. During my time at AD I was given the opportunity to be closer to Public Relations, I had the pleasure of meeting well-known Fashion Editors such as; Antonio Gonzalez de Cosio, Marco Corral, Alfonso Parra, Fernando Toledo. The Colombian designer Álvaro Reyes, who at that time had his Boutique in Masaryk, allowed me to set up his Display in my free time, as did the Adriano's store. My first formal job under the Public Relations Department. It was when I worked with Mr. Antonio Saez Gonzalo from Ciao Masaryk. There I was given the opportunity to develop a Vintage Clothing campaign. During that time I met Fashion Producers and Editors such as; Pedro Montiel, Mauro Babun, Hector Fule, Celia Marin, Pedro Zurita, Manuel Vera. In 2008 Hervey Arteaga invited me to be part of the Organizers of the Underground Danger Runway Platform in Colonia Roma CDMX, designers such as Love is Back, Altezza Rock presented their collection.

In 2009, the opportunity of an independent Multi-brand Project "Fashion City" was presented, giving support and diffusion to Mexican Designers in Av. Masaryk, Plaza Polanco. Right in the middle of the most luxurious International Brands and without having spaces to have Mexican Designers, the idea of creating a multi-brand store that promotes National Talent arises; OCHÖ Torre brand by José María Torre, Love is Back by Francisco Arce and @altezzarock are some of the first to have their Corner, sharing space mainly with John Richmond Designer of English Nationality Based in Milan, Italy.

<https://masaryk.tv/40110/fashion-city-un-espacio-para-richmond-dg-versace-valentino-just-cavalli-y-mas>

During 2011, already with the vision of promoting fashion in Mexico and National Designers, Magnifique. Seulement continued with talented designers such as Raul Ozuna, Roberto de la Nuva and Monik Arreola from Monterrey. He collaborated in the launch of the Yamasaki Brand, which was betting on the male market, merging Bauhaus architecture in its designs. We made the official presentation to the media, at the Hotel Habita Polanco @grupohabita, after which catwalks in Los Cabos, Acapulco and León Guanajuato, during the SAPICA International Fair, @cesaryamasaki

<http://hibridomag.blogspot.com/2013/03/lookbook.html?m=1>

In 2010, Fashion Weekend Swimwear emerged as a Fashion Producer, inviting: Cesar Yamasaki, Ines Barona, Eduardo Blass, 98 CoastAv to the project:

Video:

<https://youtu.be/RcK27xL6UnM>

In 2011, at the end of my participation as a Fashion Producer in Fashion Weekend Swimwear. I developed a project together with Dr. Juan Carlos Arellano; "The Beauty Experience Brunch" for CLV Beauty Clinique, a space dedicated to skin and body care.

I worked during my stay in CDMX as an assistant for Producers such as: Ruth Xospa (FashionTv) Carlos Buenrostro (RevistaD) Daniel Zahoul (Naluda Magazine) Antonio Castillo (Fashion Magazine Mx) Elié Rodríguez (HÍBRIDO Magazine) Janet Ojeda (V Agency) Lucila Ruiz (LuandCo). I have collaborated with Mexican photographers such as: David Castro, Lovart Studio, Abo Palomo, Javier Lazcano, Daphne Kawas, Gabriel Franco, Alan Yee, Francisco Leija, Alberto Burciaga, Sergio Tapia, Manuel Renteria, Khristio, Arturo Sotelo, Arturo Duran. Colombia: Hernan Puentes, Camilo Henao. Brazil: Rodrigo Melo, Stefano Raphael, Leandro Enne, Antonio Kaio, Diogo Carneiro, Thaís Ramos, Gava Muzer, Rafael Cysneiros. Argentina: Manuel Cappellari, Hernan Santiago. USA: Ron Herman. Canada: Michelle Aristocrat, to name a few. From 2012 to 2017, I developed New Faces Models and carried out Fashion Productions for Runway Mngt in the City of Cancun.

<http://planb.mx/amante-de-la-moda/>

For some time I taught Fashion Seminars at the Universidad Estudio Creativo in the City of Cancun, my class was aimed at students who were about to finish their career, during my teaching time, I taught photographic production and creative direction.

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En mi gusto por la moda me dediqué al inicio de mi carrera a vender para casas de moda como Massimo Dutti y Adolfo Dominguez, las cuales fueron las primeras en abrirme la puerta a un mundo que aun no conocía, aprendí durante este tiempo, visual merchandising, a tratar con el cliente y relaciones públicas que fue la parte que mas me llamó la atención y la cual me llevo a seguir adentrando en el mundo de la moda en México, conocí y me relacione con editores de moda, coordinadores de revistas, blogs de moda, fotógrafos y modelos. Después de esto trabajé para la tienda CiaoMasaryk, ubicada en el corazón de la moda en México la Av. presidente Masaryk en Polanco (Ice Berg, JustCavalli, GF Ferre, D & G) de igual forma a RobertiCavalli México, Armani y Etre, del grupoAxo, C.N.C. Versace y J. Galliano del corporativo vía Italia. Teniendo ya esta experiencia decidí asociarme y tuve la oportunidad de poner una tienda en Polanco "Fashioncity" en donde se vendía principalmente la marca Richmond, John Richmond y Richmond demin, ahí mi objetivo fue dar espacios a diseñadores mexicanos que pudieran vender a nivel de diseñadores internacionales, AltezzaRock que representaba en ese momento llego a vender en SaksFifthAvenue México para después extenderse en Palacio de Hierro y boutiques de prestigio a nivel nacional e internacional.

El primer acercamiento con eventos de moda lo tuve cuando en el año 2009 las plataformas de moda en México eran escasas y el talento mexicano necesitaba de más espacios para mostrar sus creaciones, ahí fue donde se creó "DangerRunway" después de esta primera experiencia seguí colaborando con marcas como Morgana, Etre, Gripho, Diesel, Kosiuko haciendo el P.R. de sus pasarelas y organizando sus cocteles para presentar sus colecciones. más tarde fundé un showroom llamado Magnifique.Seulement en donde teníamos el P.R. de diseñadores mexicanos, en el año 2010 junto con 3 personas más creamos "FashionWeekendSwimwear" plataforma de moda posicionada a nivel nacional e internacional que invitaba a diseñadores mexicanos y latinoamericanos a presentar sus colecciones en destinos como: Los Cabos, Cancún y Acapulco.



In 2018 it started with an office in Playa del Carmen, Quintana Roo Mexico. Where we give a comprehensive service to projects of Commercial Photography, Editorial, Product, Catalogs, Advertising Campaigns. Video, Editing, Destinations, Advertising Films, Fashion Videos, Backstage.



## **Publications as Fashion Photographer and Producer:**

Revista @modelstopia:

<https://issuu.com/modelstopiamagazine/docs/modelstopia.magazine.issue02>

Campaña @lu\_and\_co 2017 Mx Models:

<http://mxmodels.mx/michell-griffin-in-the-lu-and-co-spring-2017/>

Campaña Luzia Fazzolli Brasil.

<http://www.naludamagazine.com/naiane-witeck-fashion-photoshoot/>

Video: <https://youtu.be/pkweZITzrL0>

Revista Maxwell Cancun - Riviera Maya:

[https://issuu.com/maxwellonline/docs/cancun\\_02\\_ok\\_1](https://issuu.com/maxwellonline/docs/cancun_02_ok_1)

New Face Mexican Model @mx\_models:

<http://mxmodels.mx/melissa-picon-by-lovart-studio/>

Magazine @planbmerida:

<http://planb.mx/moda-para-el-verano/>

<http://planb.mx/vestidos-de-noche/>

<http://planb.mx/libertad-sencillez-y-glamour/>

<http://planb.mx/romantico/>

UNDERWATER MODELING:

<http://www.naludamagazine.com/beauty-underwater-photoshoot/>

<http://planb.mx/shooting-bajo-el-agua/>

@naludamagazine Published:

<http://www.naludamagazine.com/runway-management-naiane-fashion-photoshoot/>

<http://www.naludamagazine.com/runway-management-aline-fashion-photoshoot/>

<http://www.naludamagazine.com/spring-runway-2014/>

<http://www.naludamagazine.com/discover-your-own-paradise/>

<http://www.naludamagazine.com/riviera-maya-beach-session/>

<http://www.naludamagazine.com/all-you-need-is-attitude-photoshoot/>

<http://www.naludamagazine.com/fashion-photoshoot/>

<http://www.naludamagazine.com/naiane-witeck-riviera-maya-photoshoot/>

@fashionmagazinemx:

[http://www.fashionmagazine.com.mx/150925/news\\_1509\\_winter\\_2017\\_shooting\\_tulum\\_by\\_runway\\_management\\_fashion\\_magazine\\_mx.html](http://www.fashionmagazine.com.mx/150925/news_1509_winter_2017_shooting_tulum_by_runway_management_fashion_magazine_mx.html)

[http://www.fashionmagazine.com.mx/150925/news\\_1509\\_spring\\_2017\\_runway\\_management\\_mexico.html](http://www.fashionmagazine.com.mx/150925/news_1509_spring_2017_runway_management_mexico.html)

[http://www.fashionmagazine.com.mx/150925/news\\_1509\\_spring\\_2017\\_shooting\\_mitchel\\_sosa\\_by\\_runway\\_management\\_mexico.html](http://www.fashionmagazine.com.mx/150925/news_1509_spring_2017_shooting_mitchel_sosa_by_runway_management_mexico.html)

[http://www.fashionmagazine.com.mx/150925/news\\_1509\\_paulina\\_kent\\_new\\_face\\_by\\_runway\\_management.html](http://www.fashionmagazine.com.mx/150925/news_1509_paulina_kent_new_face_by_runway_management.html)

[http://www.fashionmagazine.com.mx/150925/news\\_1509\\_shooting\\_hotel\\_cacao.html](http://www.fashionmagazine.com.mx/150925/news_1509_shooting_hotel_cacao.html)

[http://www.fashionmagazine.com.mx/150925/news\\_1509\\_deep\\_dreams\\_riviera\\_maya.html](http://www.fashionmagazine.com.mx/150925/news_1509_deep_dreams_riviera_maya.html)

[http://www.fashionmagazine.com.mx/150925/news\\_1509\\_najla\\_montibeller\\_tulum\\_mexico.html](http://www.fashionmagazine.com.mx/150925/news_1509_najla_montibeller_tulum_mexico.html)  
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