

BRANDING, ADVERTISING & FASHION

**GABRIEL SAAVEDRA  
TORRE**

FASHION FILMS AND PHOTOGRAPHY

PORTFOLIO 2022

**ADVERTISING**

**PARA  
LANZAR  
EL NUEVO POLLO  
PICANTE  
DE KFC®**



EMPEZAMOS EL LUGAR DONDE  
TODOS BUSCAN PROBAR  
ALGO NUEVO.

WE CREATE TINDER PROFILES  
TO BRING POTENTIAL CUSTOMERS

Zoila  
Picante



Lupe  
Chugona



Penélope  
Chugas



Pierre  
Nita  
Picante



Pepe  
Chugón



Larry  
Capierna







**CLICK THE ICON** to  
view full advertising  
campaign

Bē



DON'T PAY THE PRIZE  
PAY ATTENTION



# Call Entry



DON'T PAY THE PRIZE  
PAY ATTENTION





YOUNG LIONS  
FINALIST

●●●●○ 4G



DON'T PAY THE PRIZE  
PAY ATTENTION



CLIENT: ONAVIT



**ESTA NAVIDAD  
QUERIAMOS COMPARTIR  
ALGO ORIGINAL...**

**...Y CRISPY TAMBIEN.**

**REGALAMOS  
PAPEL DE REGALO  
KFC A NUESTROS  
CLIENTES.**

**ASÍ PODER ESTAR  
EN LOS HOGARES  
DE LAS FAMILIAS**

**Y COMPARTIR  
ESE MOMENTO  
ESPECIAL PARA  
TODOS**





LOS REGALOS.

**CLICK THE ICON** to view  
full advertising campaign

Bē







## HACER UNA PARRILLADA YA NO DEPENDE DEL ESPACIO

Mediante la fabricación de un packaging que incluye un bucket y 4 botellas, queremos aumentar el valor de marca generando un mensaje de unión entre amigos y familia, expresando todas las cualidades de la marca, identidad y funcionalidad con el objetivo de generar mayor frecuencia de consumo.



El diseño lo realizamos mediante la transformación de un "bucket cervecero" a una parrilla armable con todos los instrumentos incluidos para colocarla sobre cualquier estructura.





**PHOTOGRAPHY / FASHION**



## FASHION FILM EDITORIAL: ART DIRECTION & EDITING

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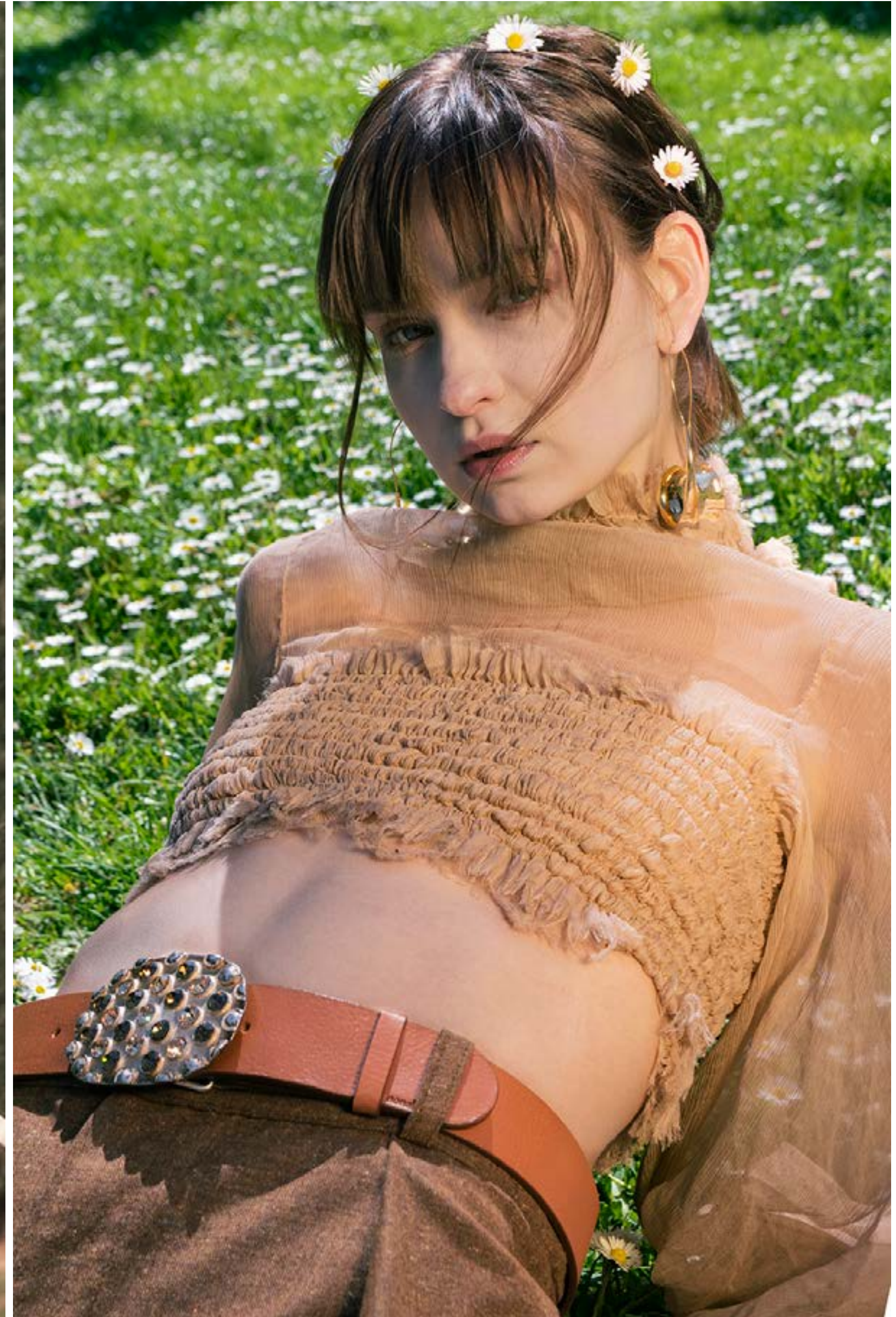


CLIENT: KALTBLUT MAGAZINE

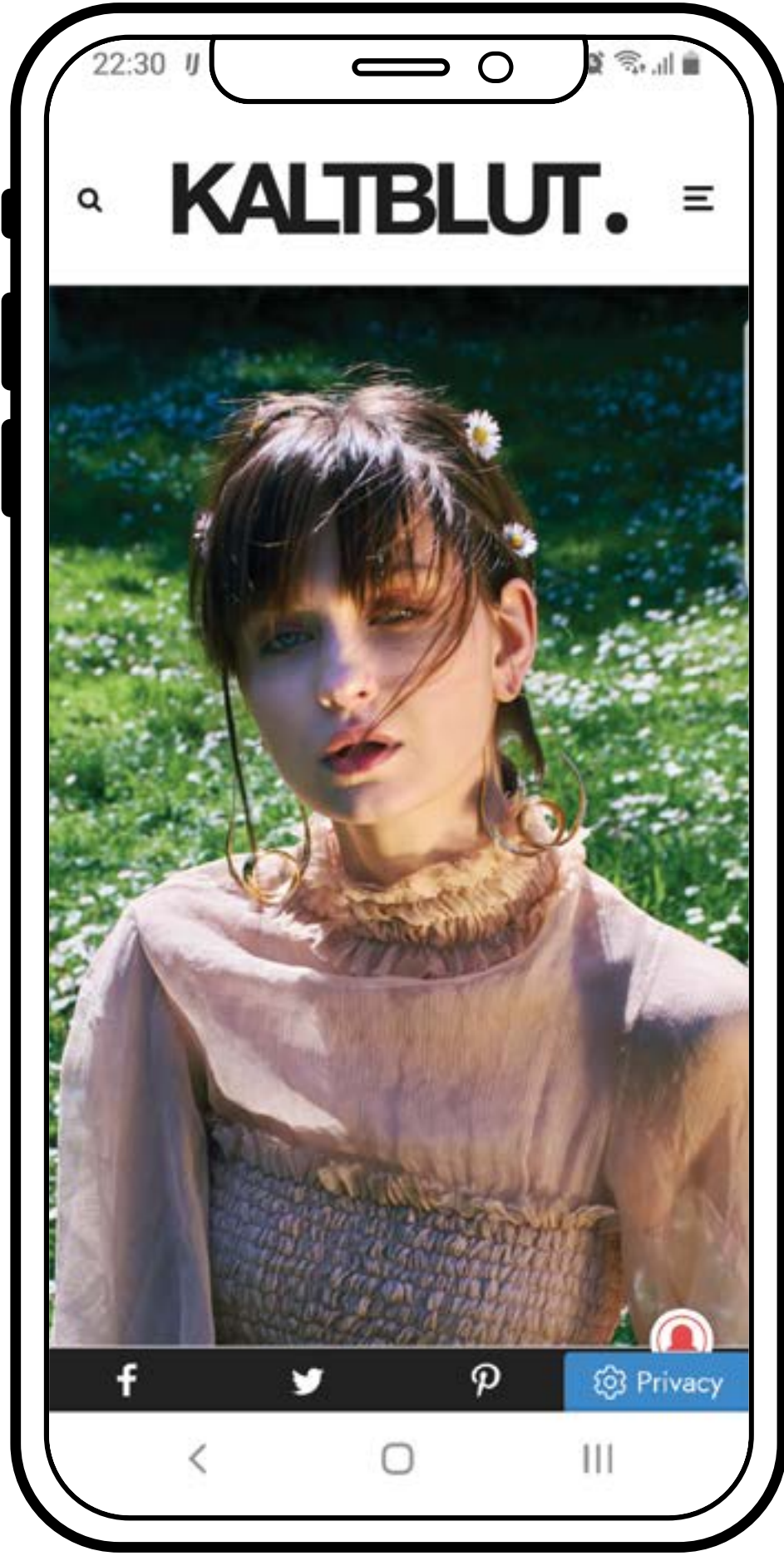
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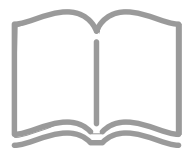








**CLICK ICON**  
to view digital  
publishing





## FASHION PHOTOSHOOT DIRECTION

CLIENT: LCI BARCELONA

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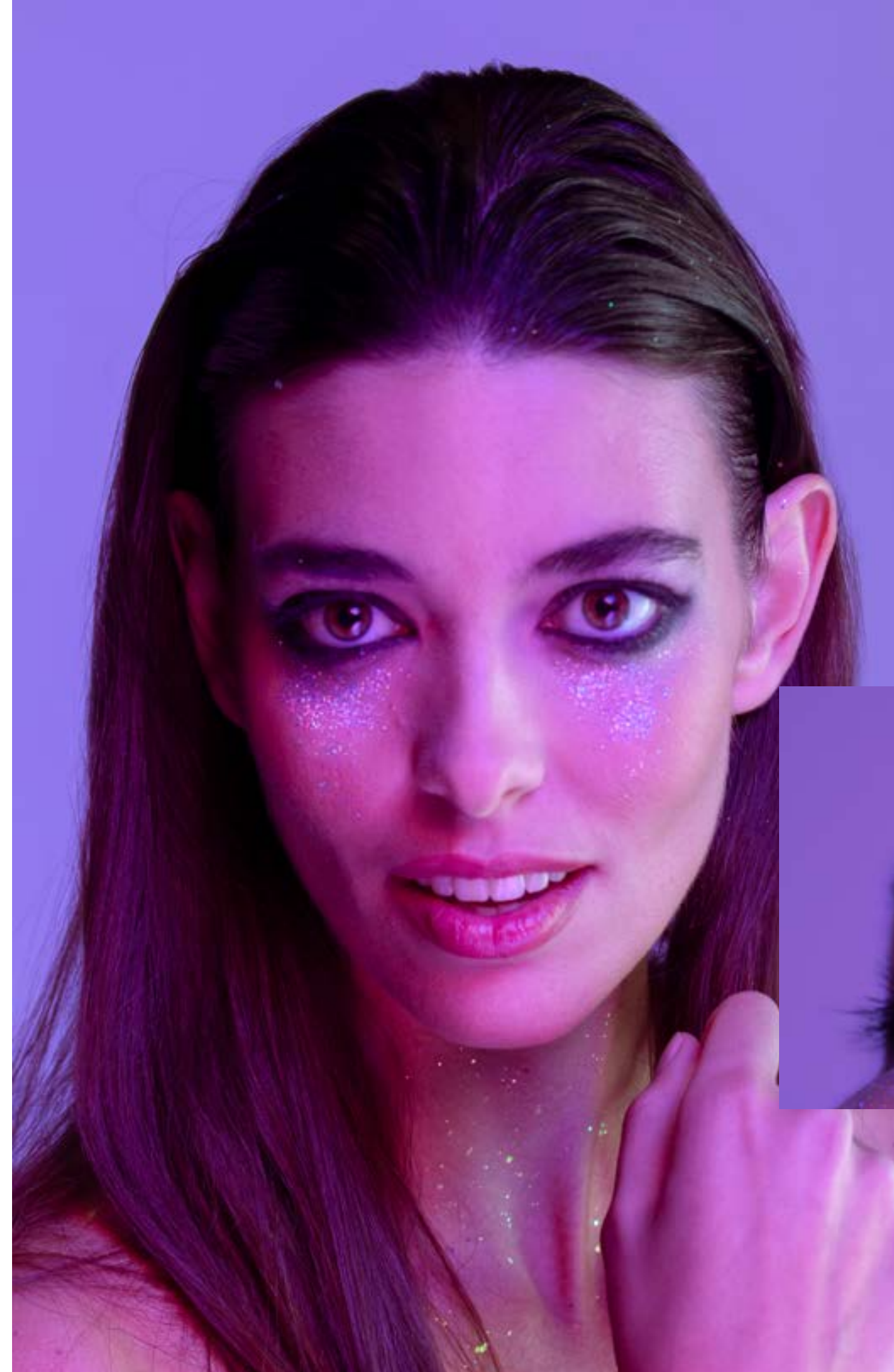






## PRODUCT AND BEAUTY PHOTOSHOOT

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CLIENT: LCI BARCELONA



## PRODUCT AND BEAUTY PHOTOSHOOT

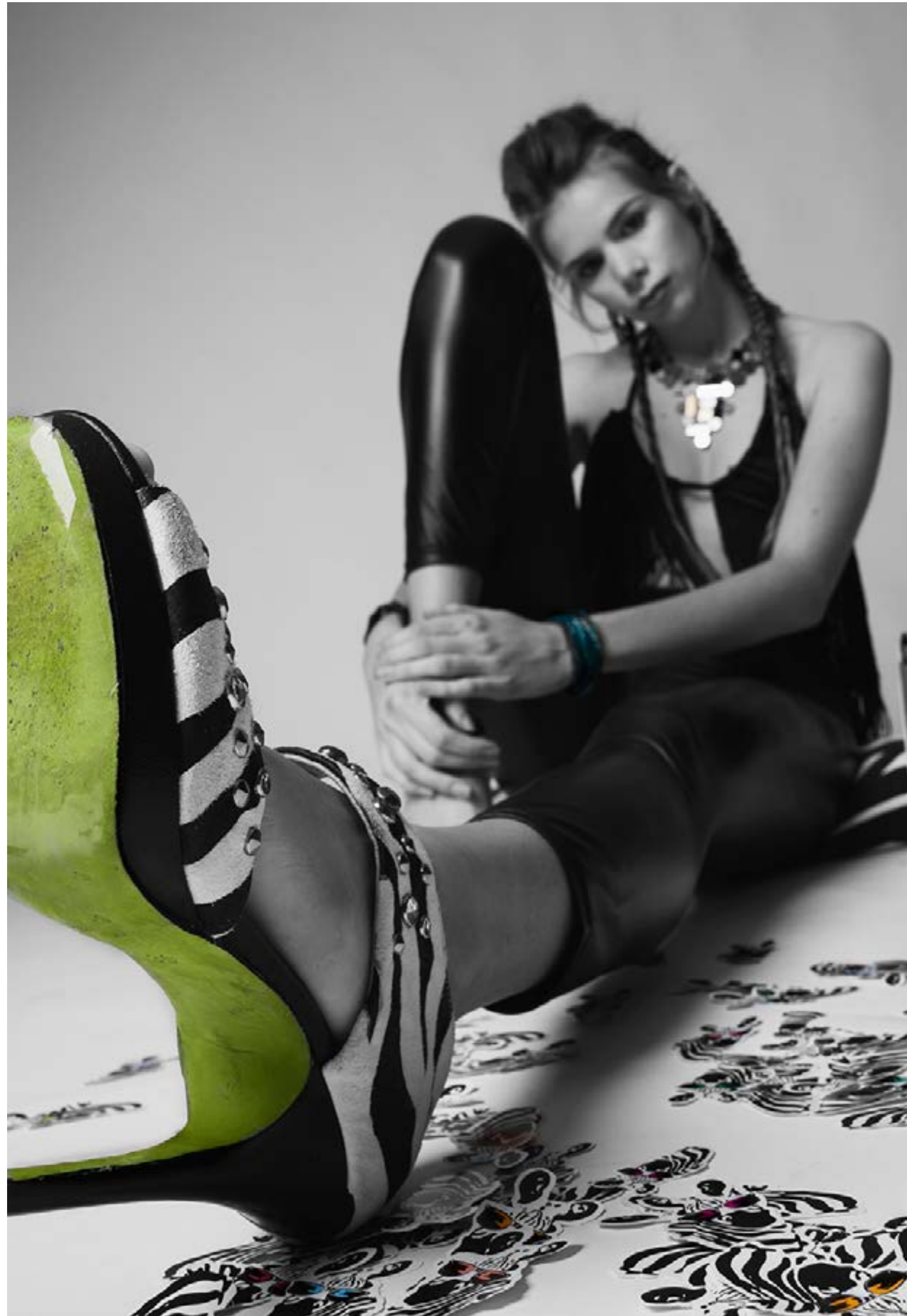
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CLIENT: LCI BARCELONA

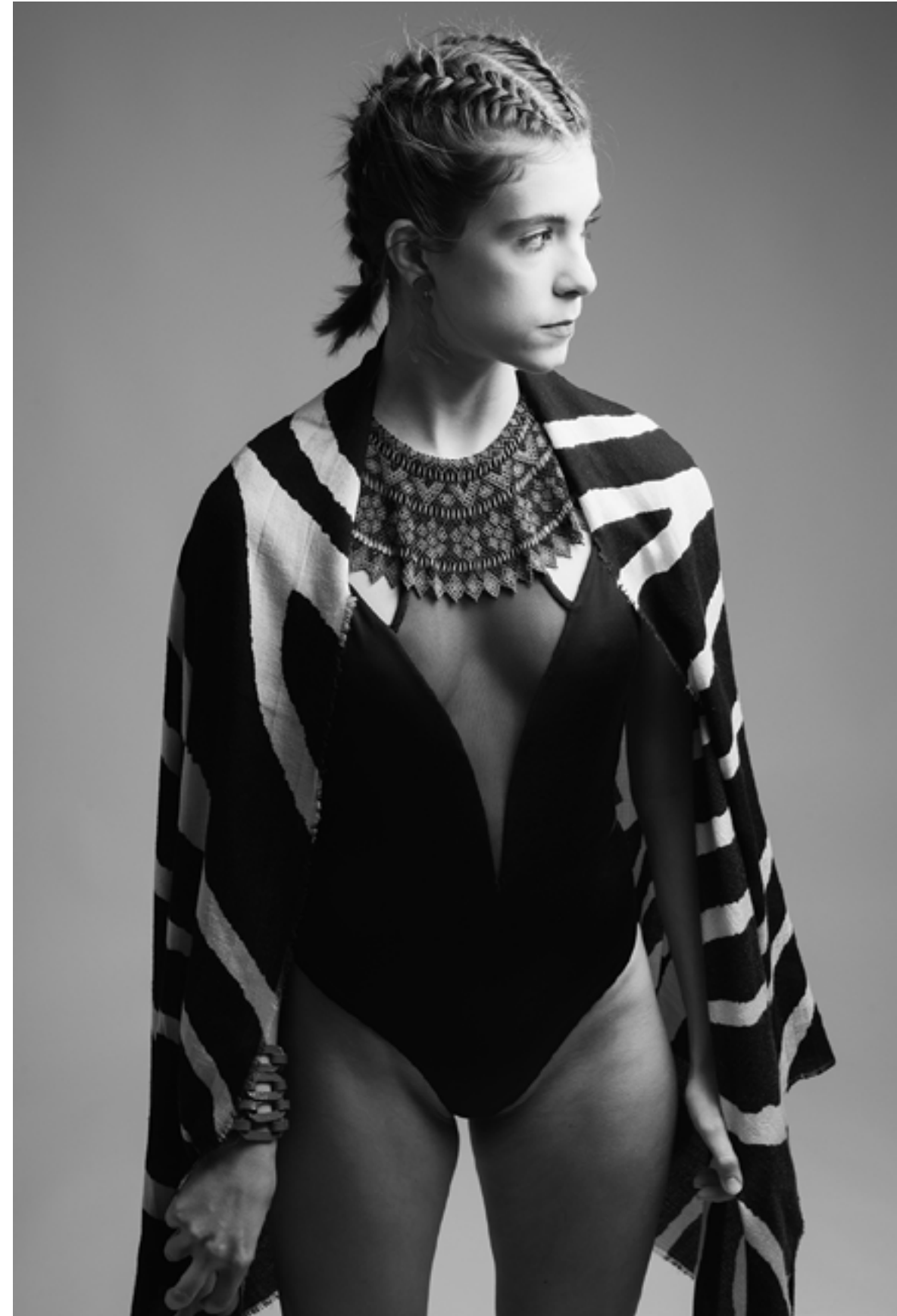






## FASHION EDITORIAL PROJECT: BLACK & WILD

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CLIENT: MARCJUAN COMMUNICATION



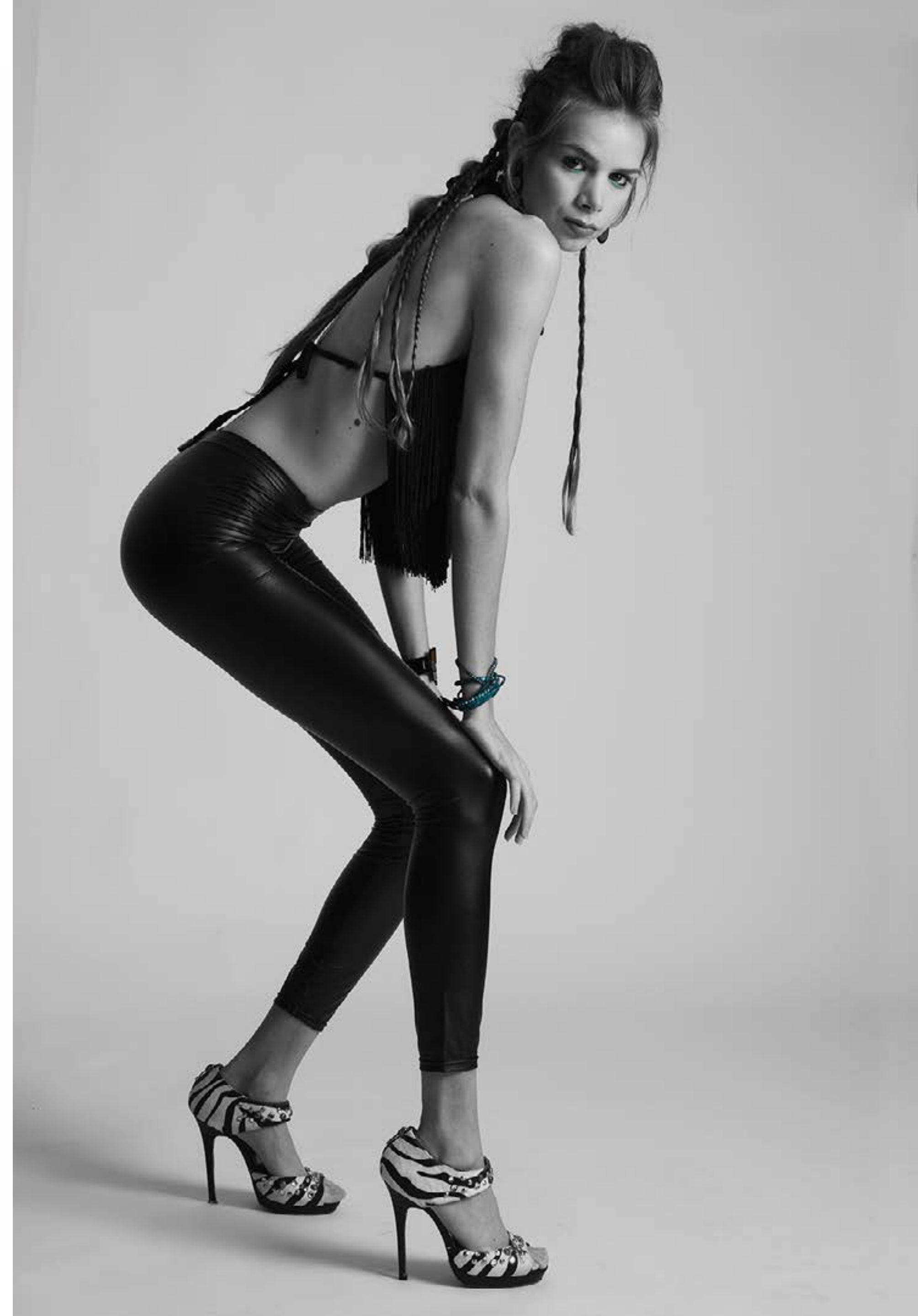
## FASHION EDITORIAL PROJECT: BLACK & WILD

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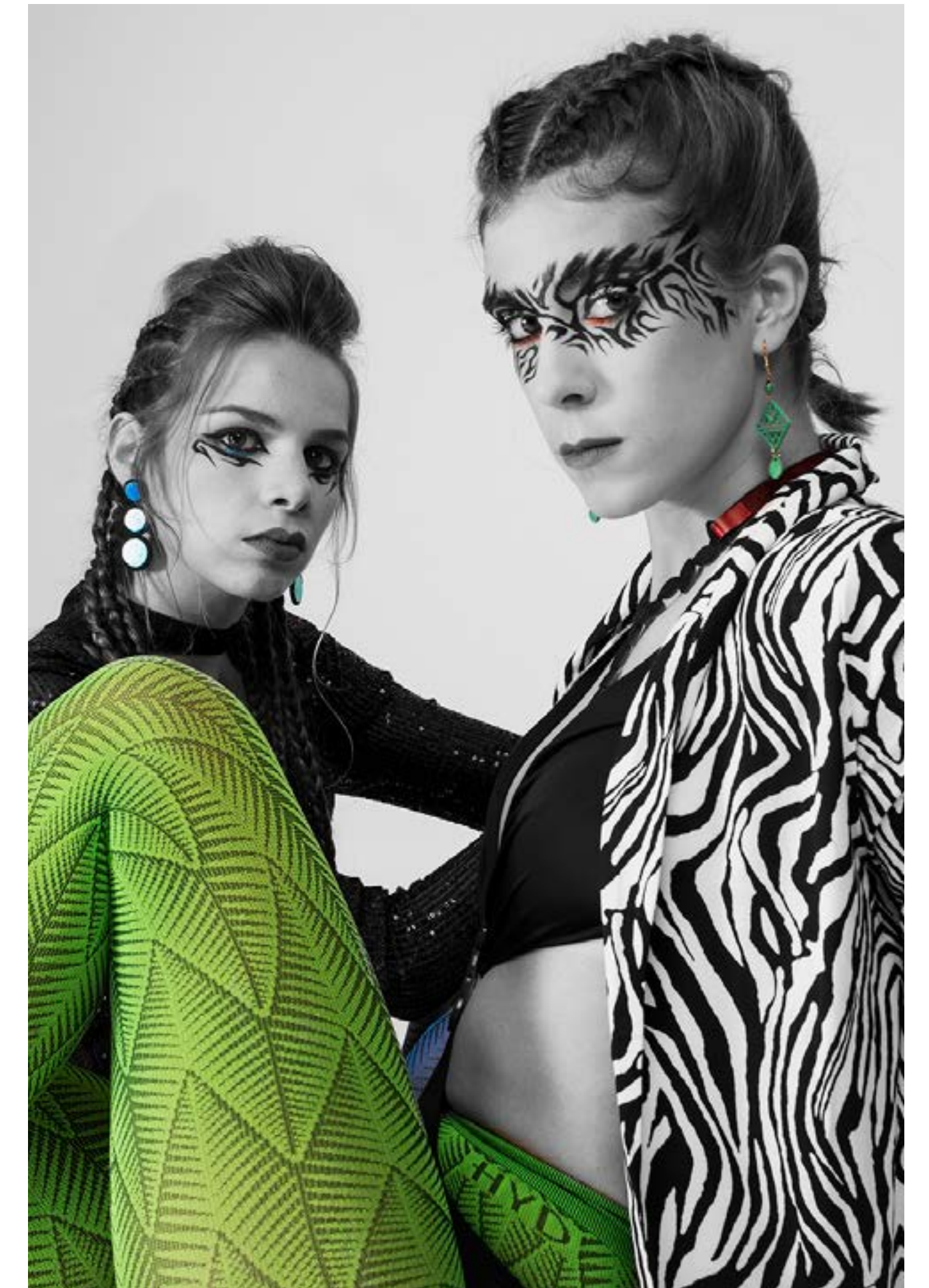
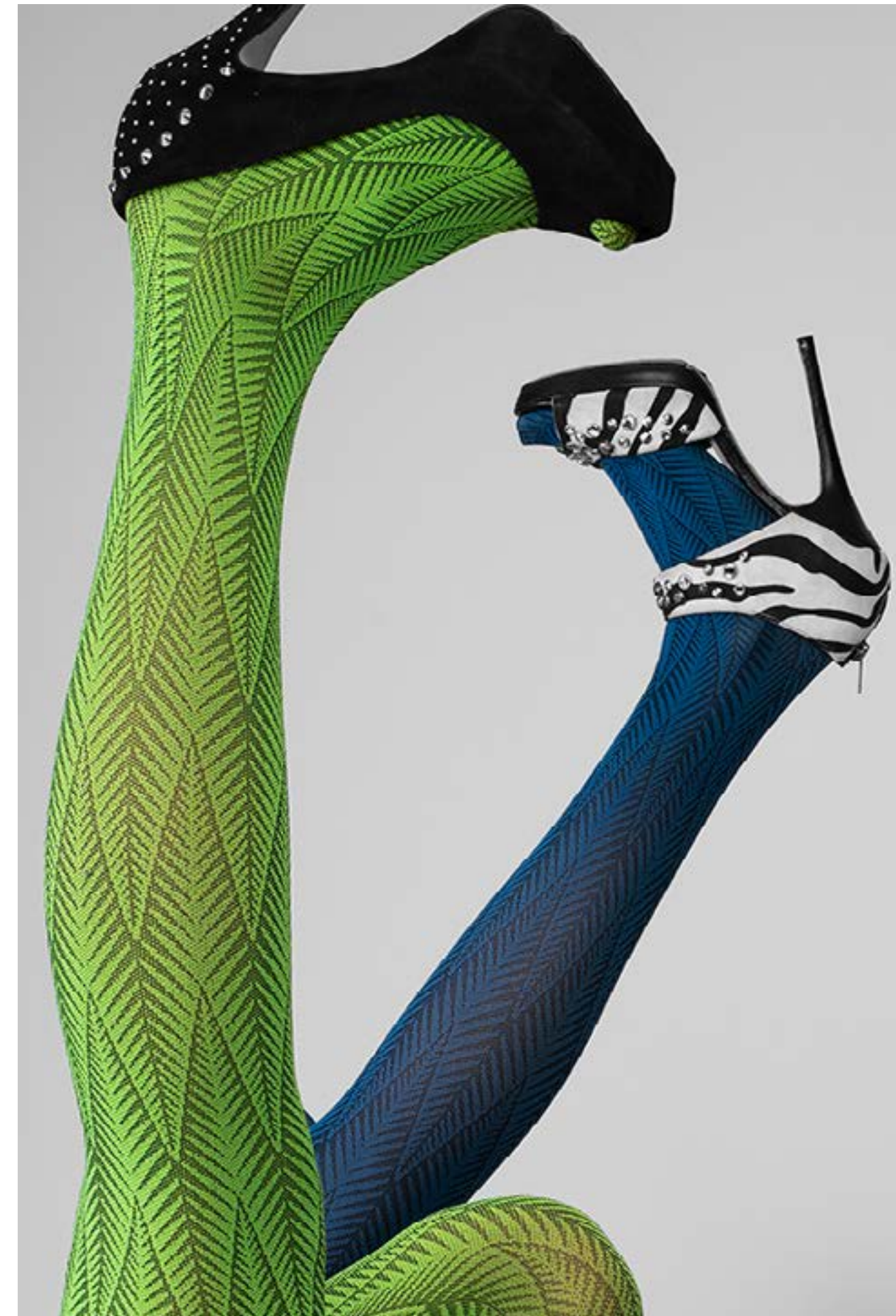


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CLIENT: MARCJUAN COMMUNICATION









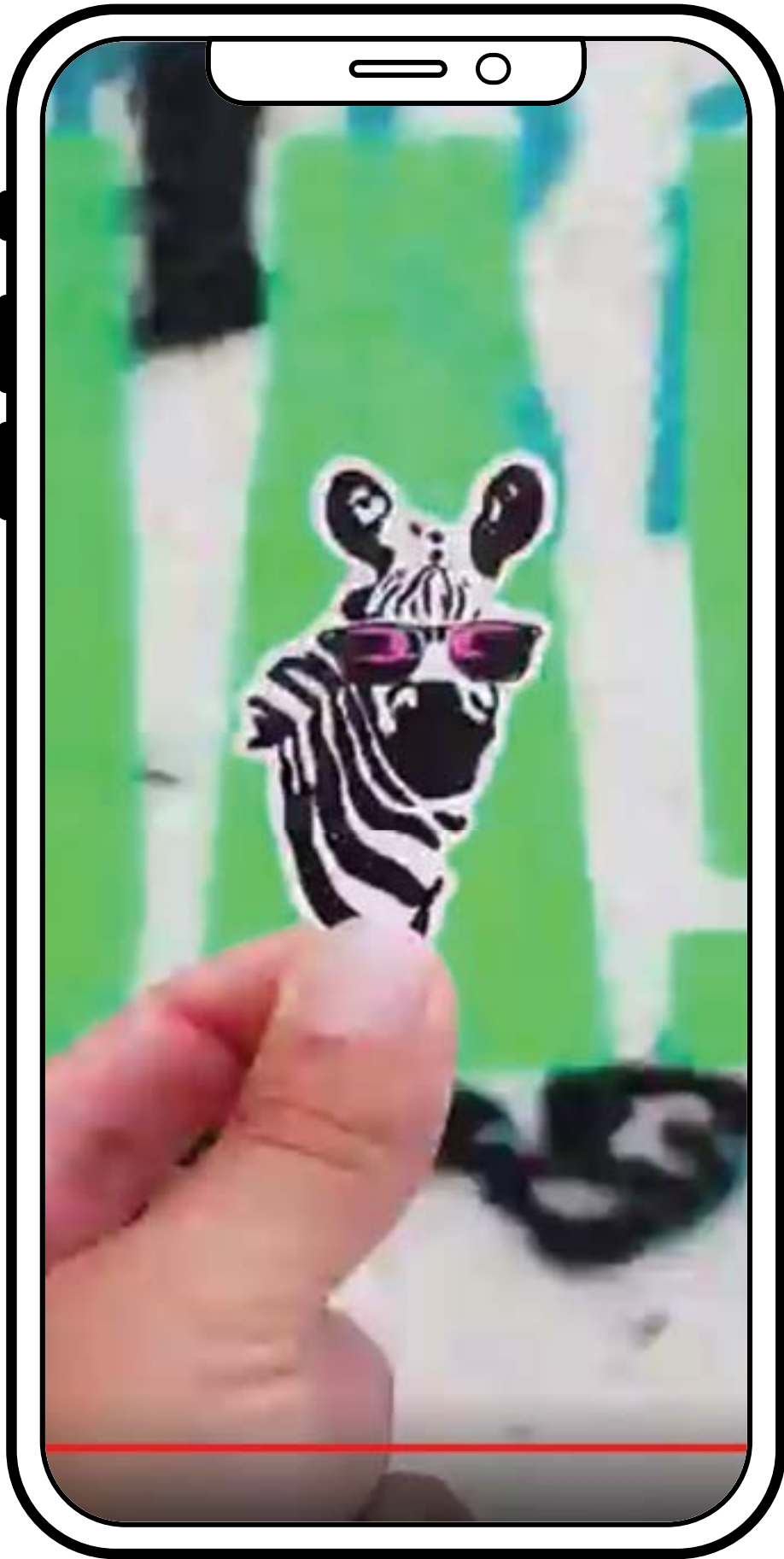
Art made using fashion  
photography material



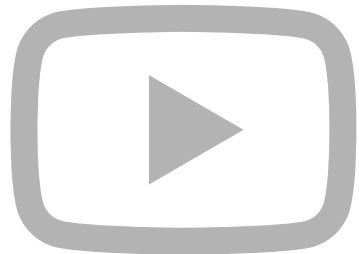








**CLICK THE ICON**  
To see the project  
video below.















## FASHION EDITORIAL PROJECT: PHOTOGRAPHY & FASHION FILM

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**CLICK THE ICON**  
to watch  
Fashion Film



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CLIENT: ALEX FORCAIDA STYLIST



## FASHION EDITORIAL PROJECT: TRIPPIN

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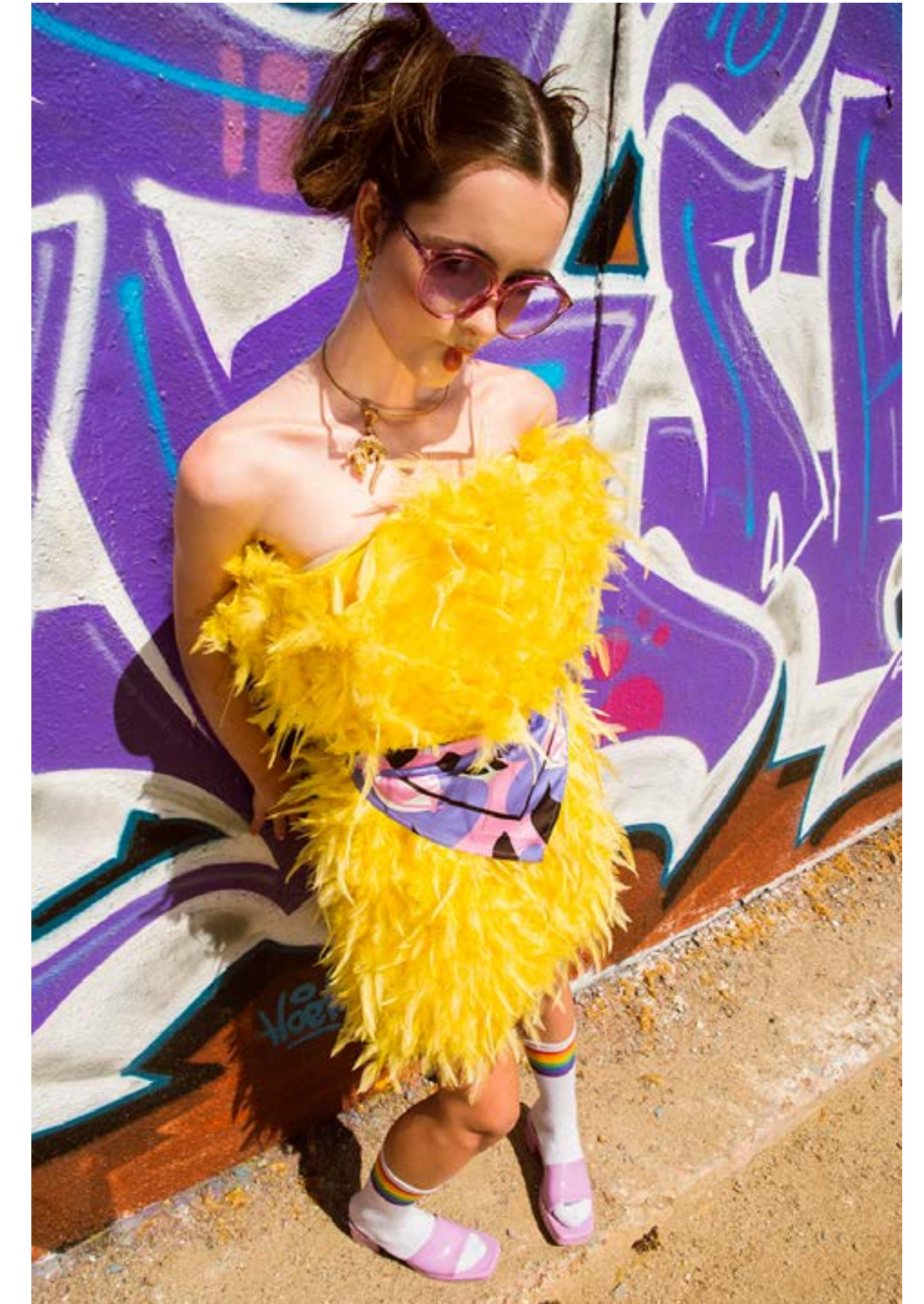


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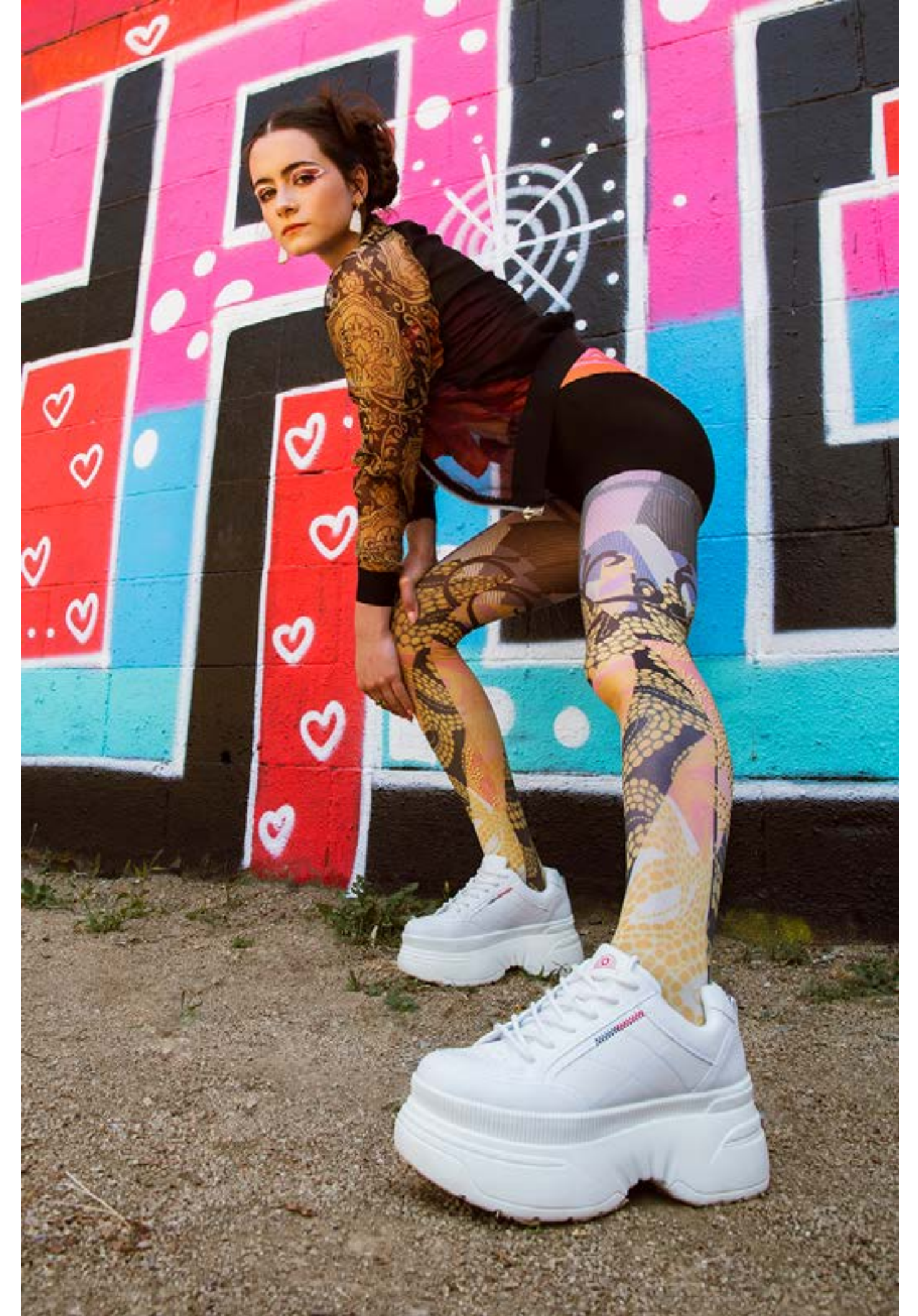
CLIENT: MARCJUAN COMUNICATIONS







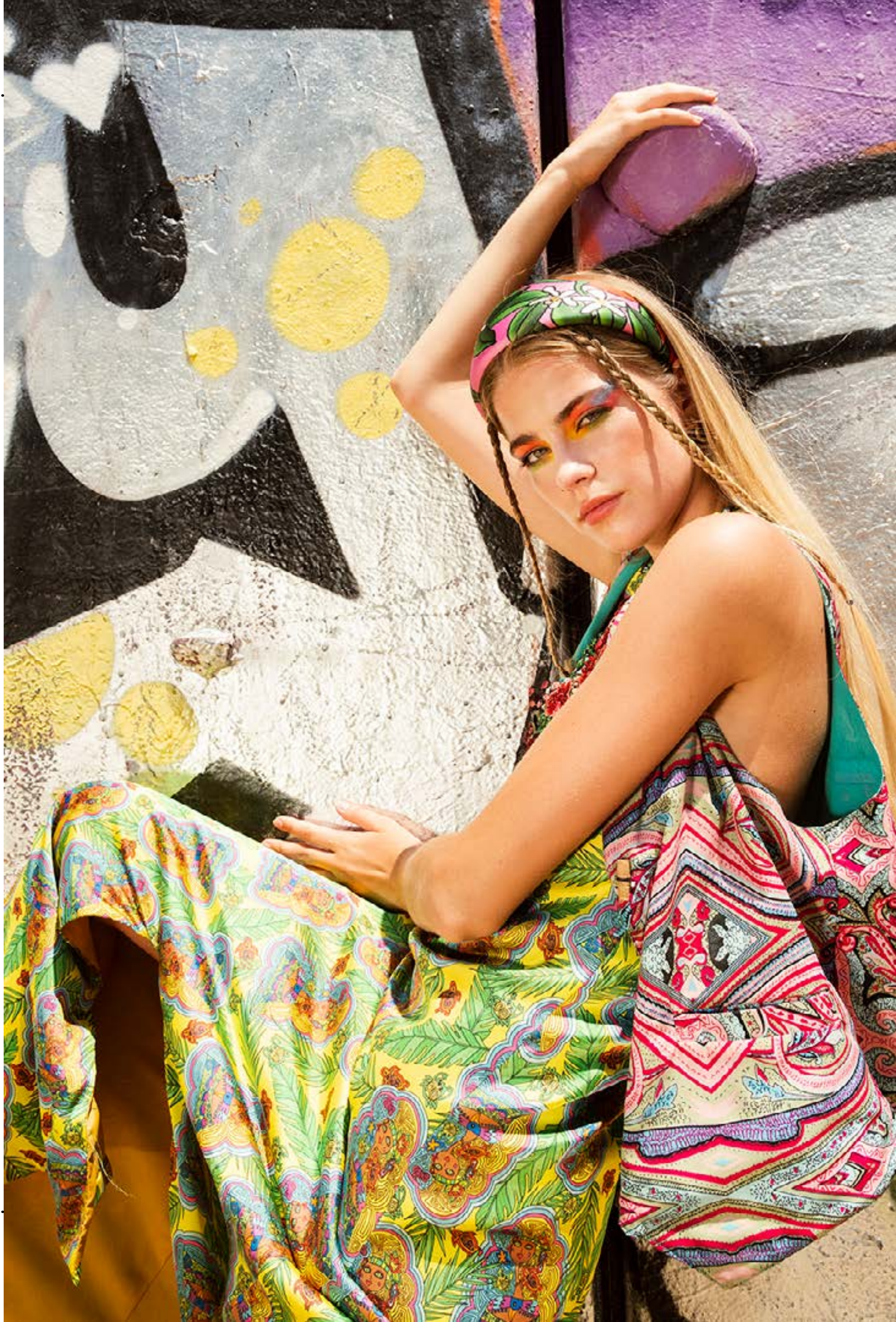
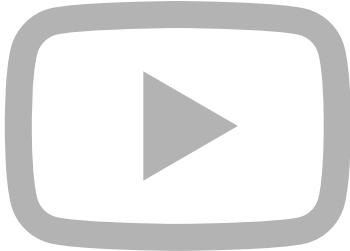








**CLICK THE ICON**  
to watch project  
video

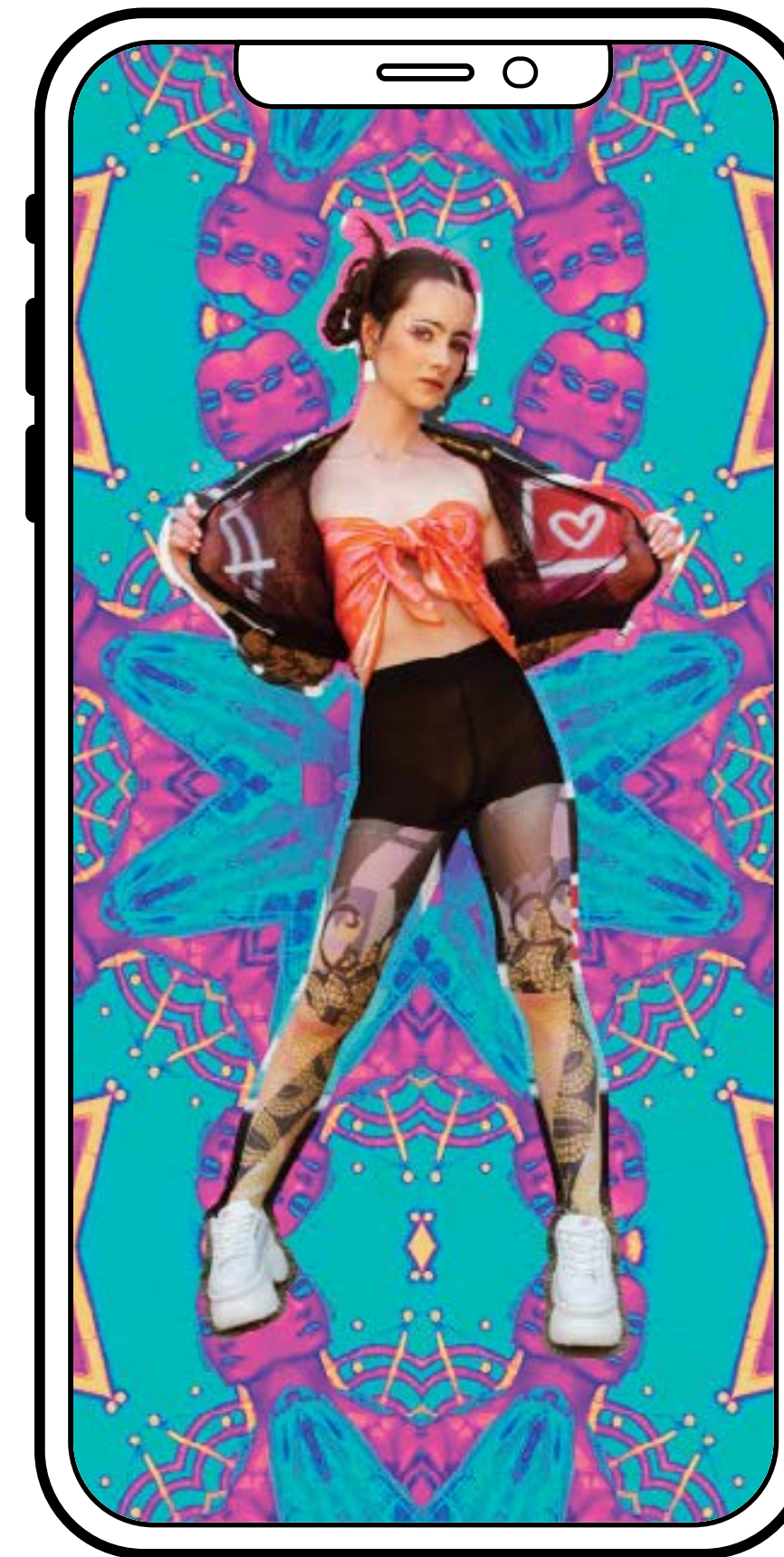






FASHION EDITORIAL PROJECT: TRIPPIN (PUBLISHED IN TOP POSTERS)

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Downloadable backgrounds

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CLIENT: MARCJUAN COMUNICATIONS







# **BRANDING & MERCHANDISING**



mauii





















BHAKTI YOGA



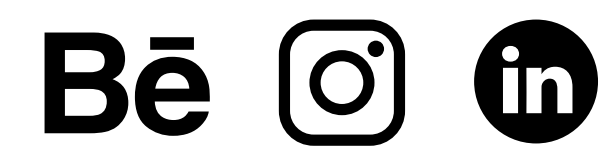








**Salud!**



**[www.gabosaave.com](http://www.gabosaave.com)**