

Benito Santos Ramírez

Born and raised in Tepehuaje Morelos Jalisco, Benito Santos studied medicine at the University of Guadalajara and later on Fashion design in Lanspiac Institute of Guadalajara. His fashion career started at an early age as he excelled in drawing, he started with cartoons and slowly evolved to fashion sketches and illustrations. Further in his career Benito decided to pursue his dream and translate his creativity and talent into couture night gowns.

Benito debuted his work as a Fashion designer in Intermoda, the most important fashion event in Mexico. After only 6 years of launching his own brand Benito has taken on an important role in the Mexican fashion world because he has become the go –to designer for women who love feminine dresses filled with glamour and exquisite detail. Benito has become a fashion icon known for his innovative way of utilizing patterns and hand embroidery in all his dresses.

He is well known world-wide due to his red dress that Ximena Navarrete wore as she received the crown for Miss Universe in 2010. Benito Santos is not only this pageant queen’s head designer; he also dresses important personalities in society, politics and entertainment in Mexico.

Benito Santos has appeared in fashion events such as: Mexico Fashion Week, Helsinki Fashion week, Dominican Republic Fashion Week among others. He has also been invited to participate in major fashion platforms in the North America like: New York Fashion Week, Los Angeles and Vancouver Fashion Week.

In 2013, Ximena Navarrete wore several of his designs during Cannes Film Festival. This past June 2014, the First Lady of Mexico dressed in Benito´s designs during the European tour of the President Enrique Peña Nieto.

Due to his valuable input to the fashion industry and giving couture design in his country a new light he was bestowed with the “*premio nacional de la moda 2014” award and he recently has been* nominated inLa Jolla International Fashion Film Festival Awards for Best Costume design in two movies: Maria and All about J directed by Antonio Contreras.