

KAZUYA (TOI) ITO
GRAPHIC DESIGN
WORKS

BIOGRAPHY

KAZUYA (TOI) ITO SENIOR GRAPHIC DESIGNER



Seasoned graphic designer with over 14 years of expertise across apparel, music, sports and advertising. Specialized in the apparel field with over 8 years of experience.

Pivotal member of HAVEN in-house brand early-stage team, instrumental in apparel design, collaborations, rebranding, and managing Japan PR via key Tokyo fashion media relationships. Transitioned to Reigning Champ, elevating their Graphic program within the apparel design team.

Proficient in English and a native speaker of Japanese, leveraging language skills to enhance global communication. Holder of Canadian permanent residency since 2019, integrating multicultural perspectives into work.

アパレル、音楽、スポーツ、広告分野において 14 年以上の豊富な経験を持つグラフィックデザイナー。アパレル分野に特化し、8年以上の経験を積んでいます。

HAVEN インハウスブランドの初期チームメンバーであり、アパレルデザイン、コラボレーション、リブランディング、東京の主要なファッションメディアとの関係を通じた日本 PR に貢献。その後、Reigning Champ に移行し、アパレルデザインチームと共にグラフィックプログラムを強化しました。

ビジネスレベルの英語と日本語を母国語とし、語学力を活かしてグローバルコミュニケーションを強化します。2019年からカナダ永住権を取得し、多文化の視点をプロジェクトに取り入れています。

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REIGNING CHAMP

APPAREL GRAPHIC DESIGN, DIRECTION

REIGNING CHAMP

RACQUET MAGAZINE X REIGNING CHAMP

A collaboration with award-winning tennis quarterly, Racquet Magazine.



REIGNING CHAMP

RUNNING HOT DOG

Limited-edition graphic tee, Hot dog cart for popup in Khatsahlano Street Party - Vancouver, OssFest - Toronto.



REIGNING CHAMP

ATLANTIC VS. PACIFIC PACK

Collegiate-inspired chenille patch on the signature made-in-Canada garments.



REIGNING CHAMP

DOUBLE ZERO TRAINING PACK

Vintage track & field inspired artwork with reflective print on performance silhouettes.



REIGNING CHAMP

SAVE EARTH & FRIENDS WITH FACE OKA

Direction and Communication for the Earth Day capsule collection with Tokyo-born artist Face Oka.



REIGNING CHAMP

HOLIDAY PIN PACK

6 graphic enamel pins pack for holiday capsule. Inspired by sport chenille patches.



HAVEN

DIRECTION, BRANDING, GRAPHIC DESIGN
APPAREL DESIGN, PRODUCT DEVELOPMENT
MARKETING

HAVEN BRAND

HAVEN IN-HOUSE BRAND (F18 - FW22)

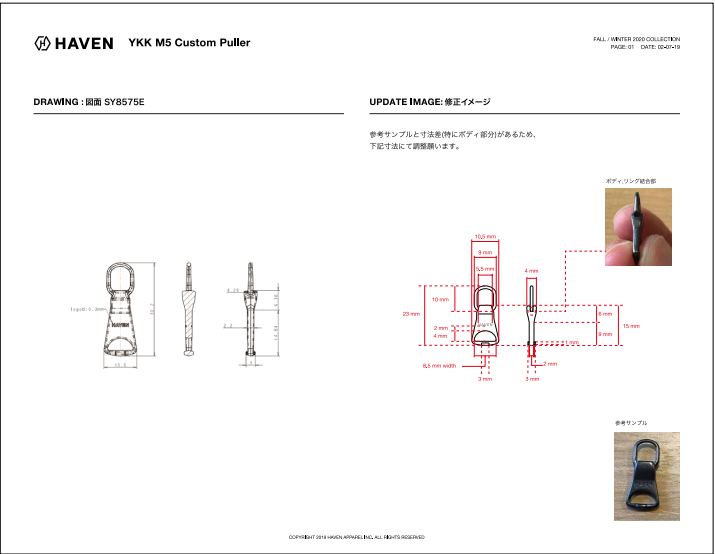
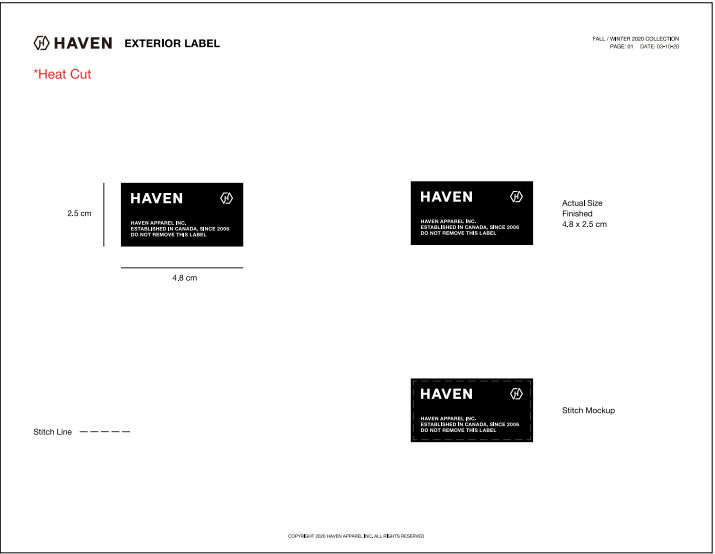
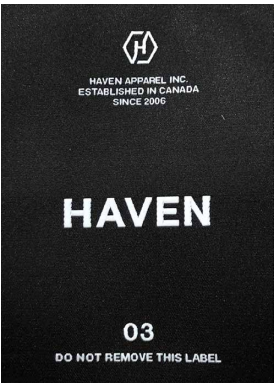
From apparel design and development to product releases. Saucing material and development with global suppliers.



HAVEN BRAND

CUSTOM TRIMS

Custom trim design and development with global suppliers (YKK and more).



HAVEN BRAND

HAVEN X WORSHIP STUDIO

Direction and development for collaboration graphic capsule with Toronto-based independent design studio WORSHIP Studio.



HAVEN BRAND

HAVEN X mo'design

Direction and development for collaboration graphic capsule collection with Tokyo-based design studio mo'design inc.



HAVEN BRAND

COLLABORATIONS

Design, development and communication for multiple collaboration projects between HAVEN and global partner brands.



HAVEN / Vans Vault OG Lampin VLT LX



HAVEN / Mountain Research Spring/Summer 2020 Collection



HAVEN / Timberland® GORE-TEX® 6-Inch Boots



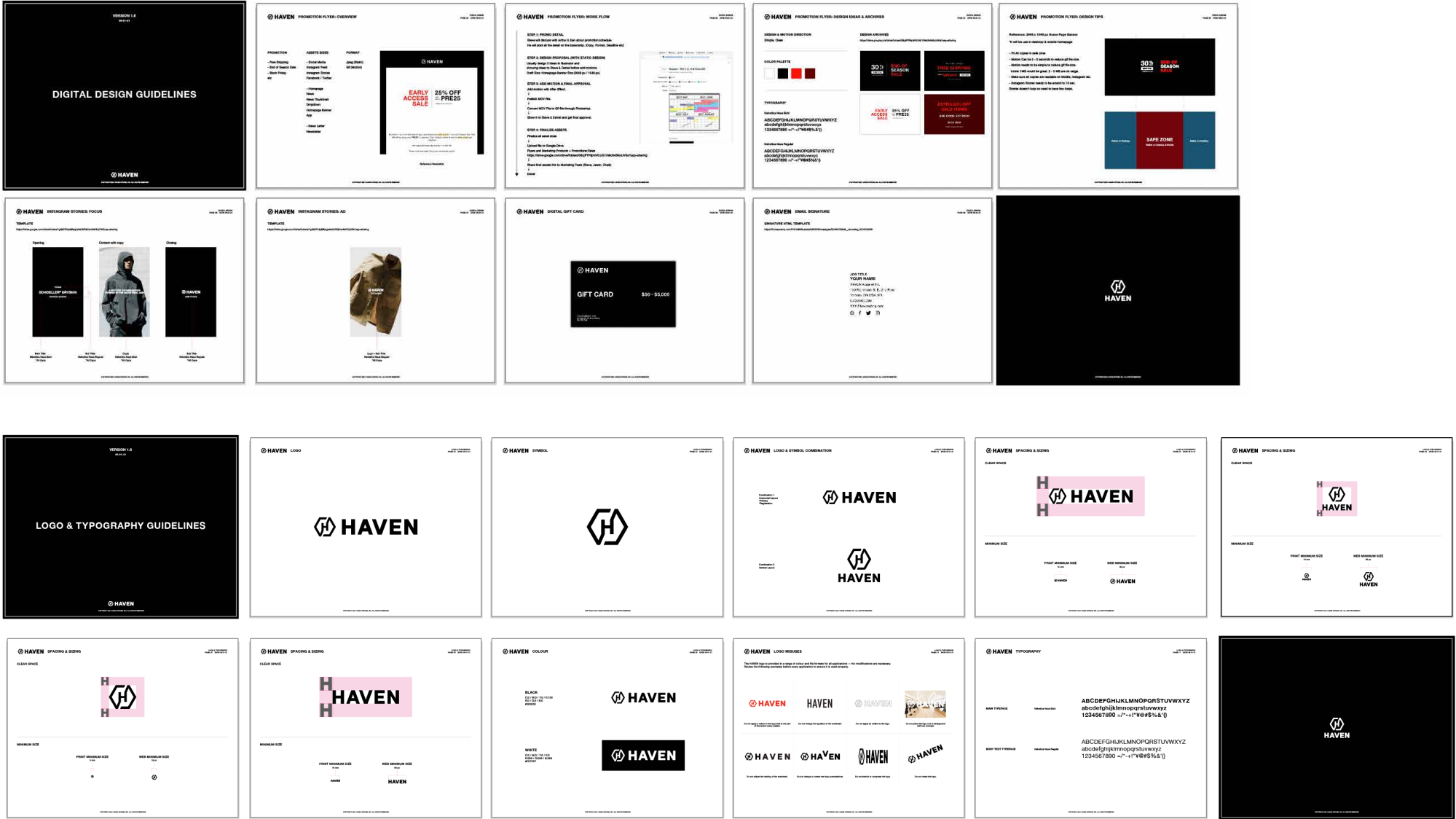
HAVEN / PORTER Range

- VANS Vault
 - New Balance
 - Converse
 - Dr. Martens
 - Timberland
 - Schott NYC
 - PORTER
 - MOUNTAIN RESEARCH
 - BEDWIN & THE HEARTBREAKERS
- and more

HAVEN BRAND

RE-BRANDING

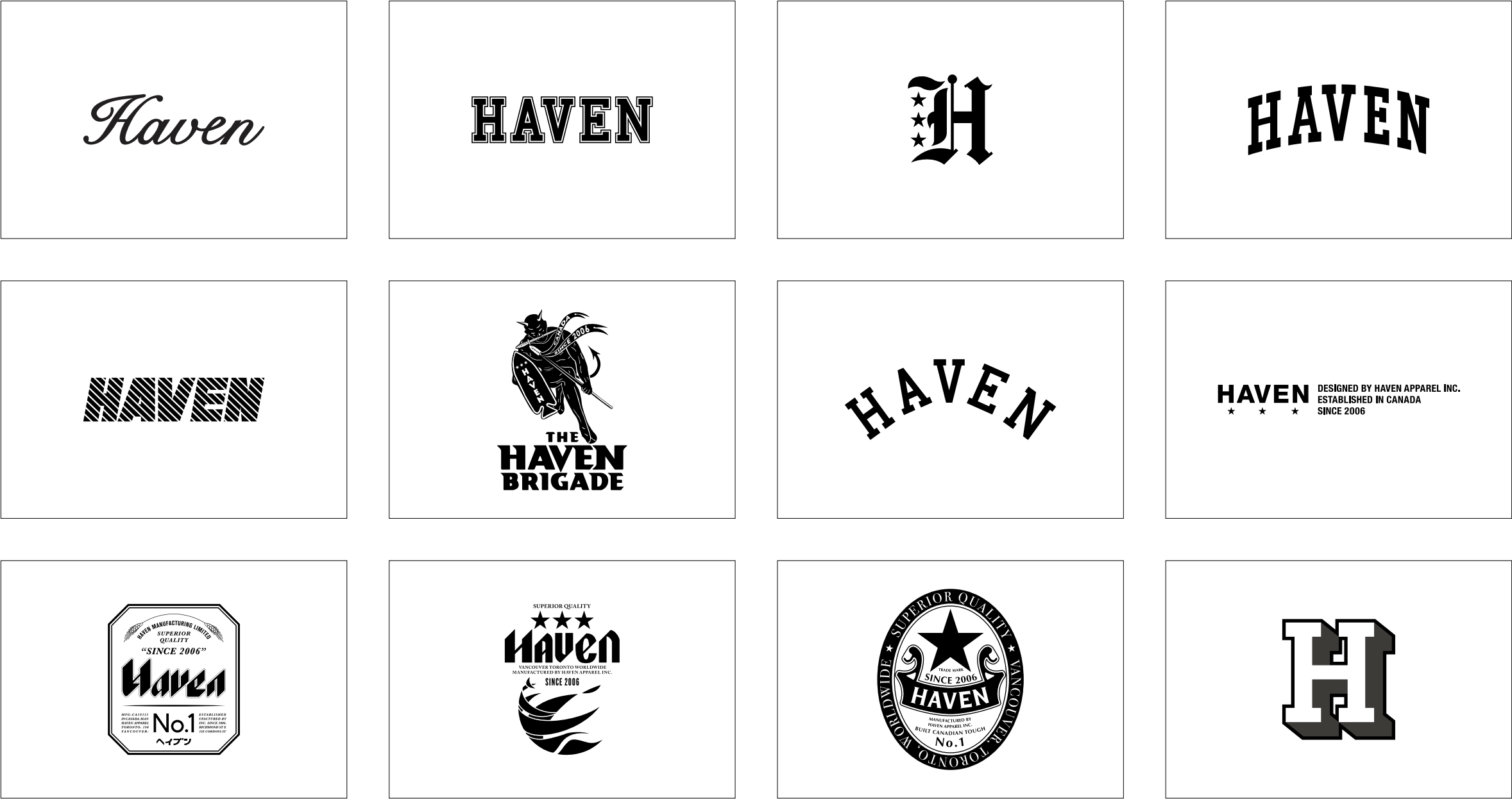
HAVEN re-branding project with Tokyo-based design studio mo'design. Direction and made new brand design guidelines.



HAVEN BRAND

GRAPHIC PROGRAM

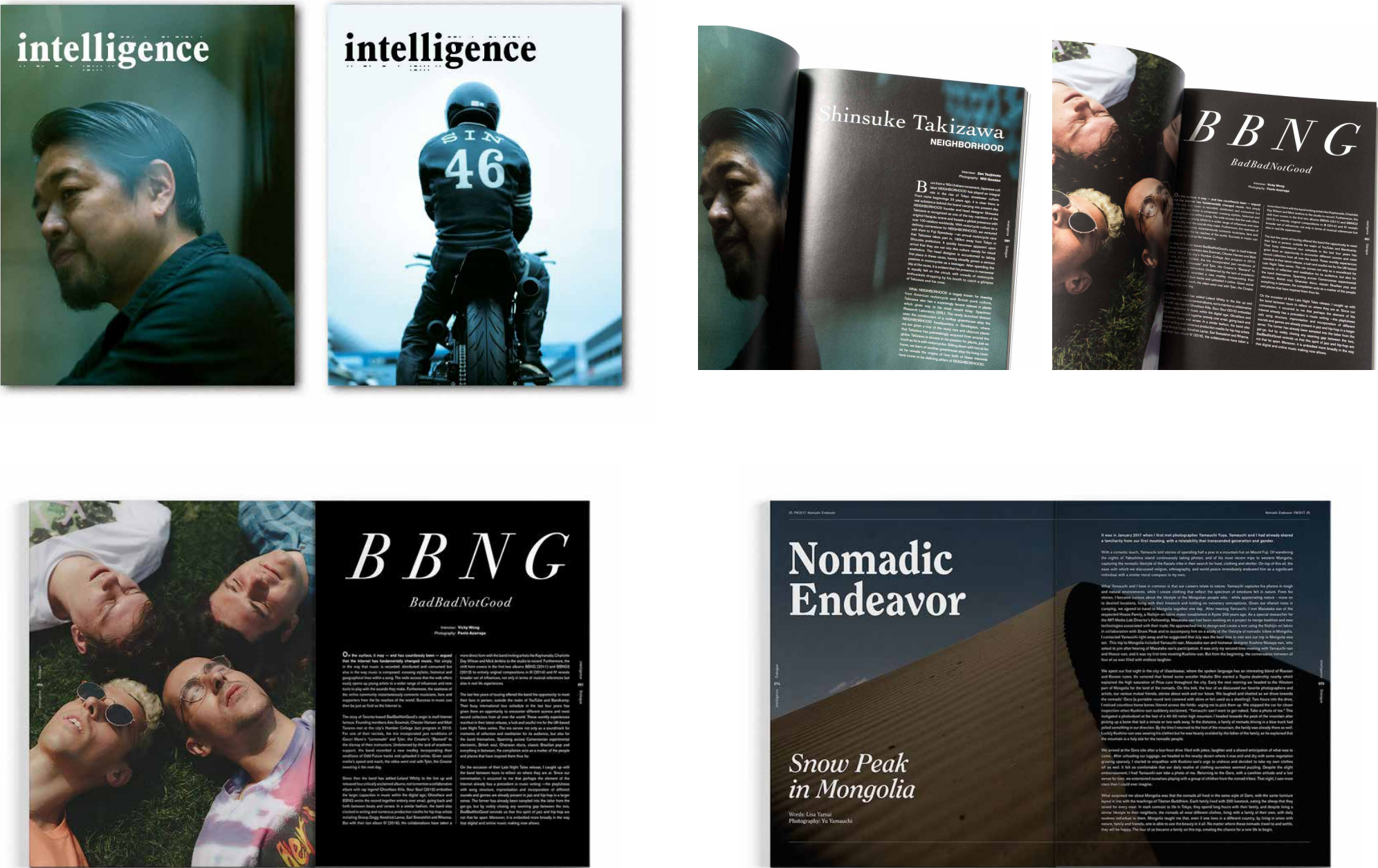
Design and development seasonal graphics for HAVEN’s in-house brand.



HAVEN - PUBLICATION

INTELLIGENCE MAGAZINE

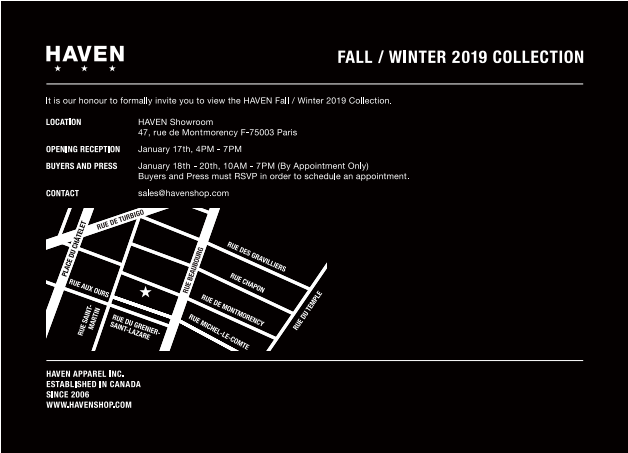
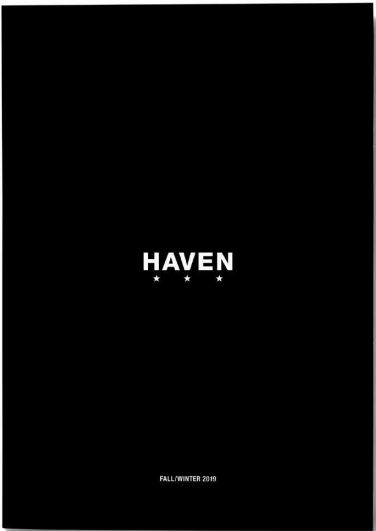
Editorial design for HAVEN’s publication, fashion & art magazine “intelligence“. Printed in Canada - Hemlock Printers.



HAVEN - PUBLICATION

SEASONAL CATALOG & INVITATION

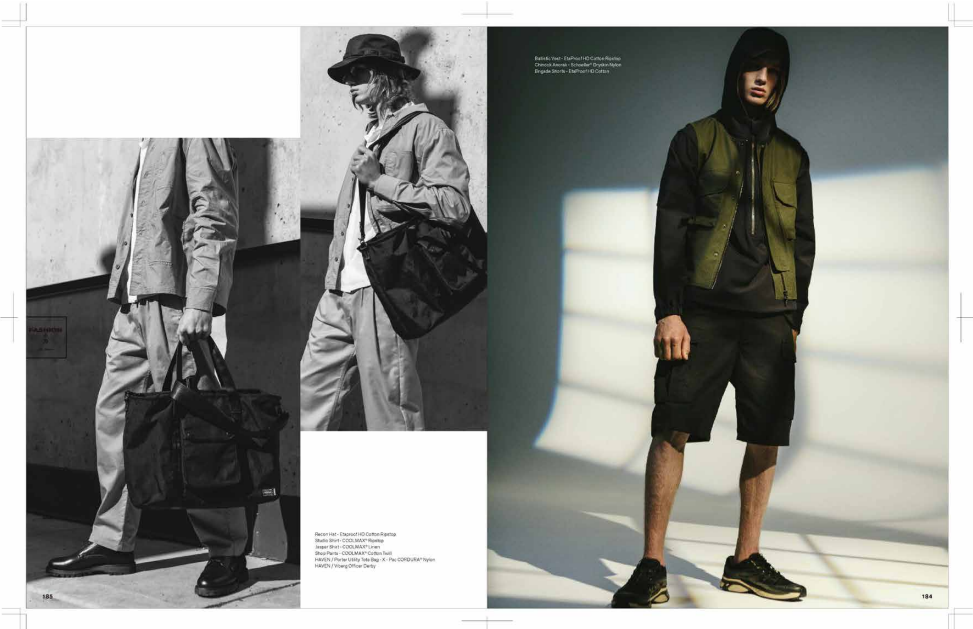
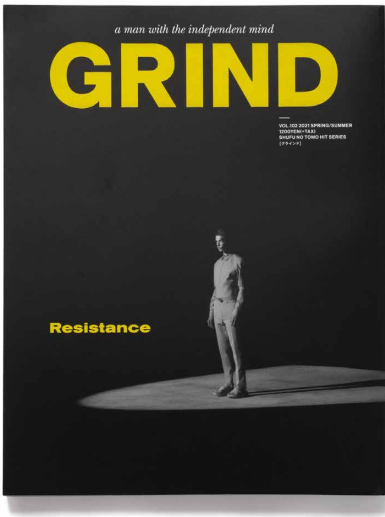
Editorial design for HAVEN’s seasonal catalog and invitation. Printed in Canada.



HAVEN - PUBLICATION

GRIND MAGAZINE - HAVEN FEATURE

Editorial design and communication for HAVEN feature in the Japanese fashion magazine GRIND.



OTHER PROJECTS

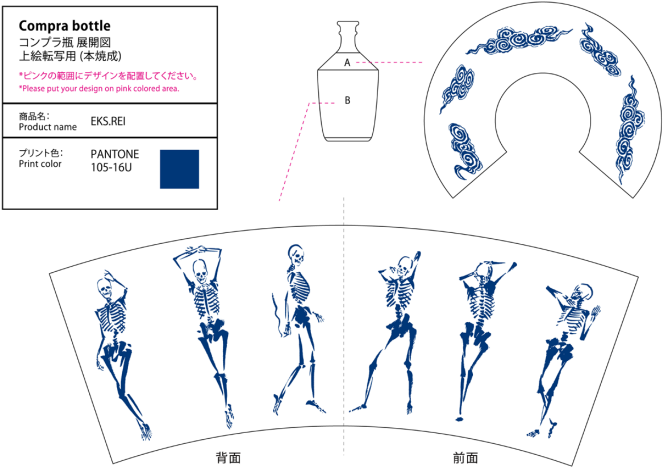
HASAMI FOR MAPLE, EKS REI

COLLABORATIONS - HASAMI PORCELAIN

Custom graphics and development between Japanese porcelain brand HASAMI and brand, artist.



HASAMI x Eks.Rei



COFFEE AND
Long Burning Smoke
MAPLE
Supply Company Ltd.
Vancouver, Canada
CIGARETTES

HASAMI x MAPLE

RED BULL JAPAN

MEDIA KIT

New product launch media kit design and production for Red Bull Japan.



Red Bull Content Pool - Japan Launch Media Kit



Red Bull Sugar Free - Japan Launch Media Kit

SKATEBOARD

COLLABORATIONS

Custom graphic design for skateboard brands.



T19 X BEAUTY & YOUTH Capsule Collection (Vans Japan, How I Roll Bike, T19 Skateboard)

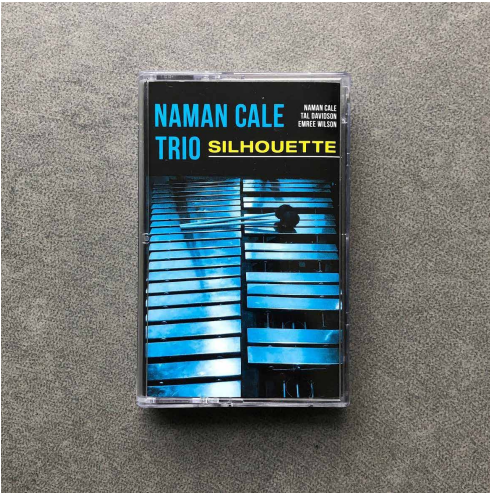
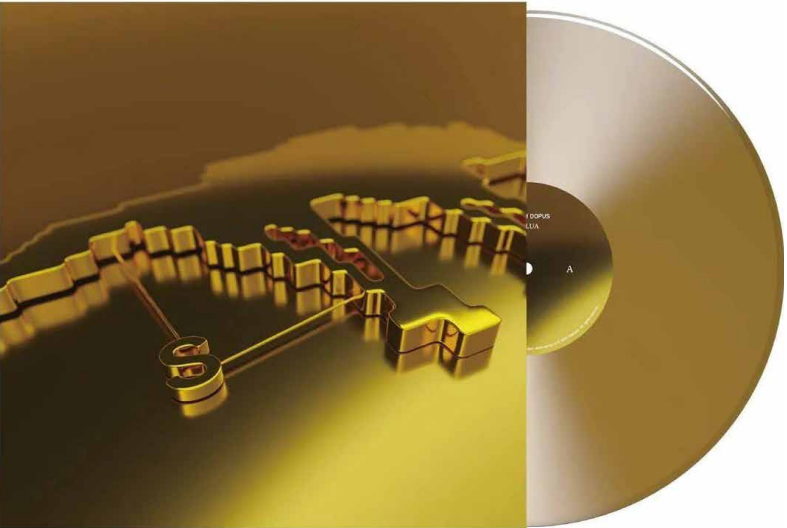


FTC x BOLDLINE Skate & Smoke Tool (BOLDLINE - 7STARS DESIGN)

MUSIC

VINYL RECORD, CASSETTE TAPE, DIGITAL COVER

Provide graphic design for multiple music labels and artists in Canada, US, Europe and Japan.



MUSIC

TOUR POSTERS

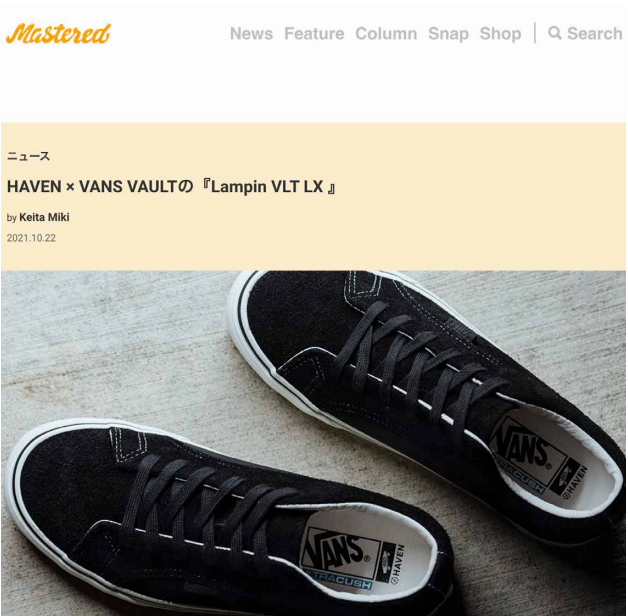
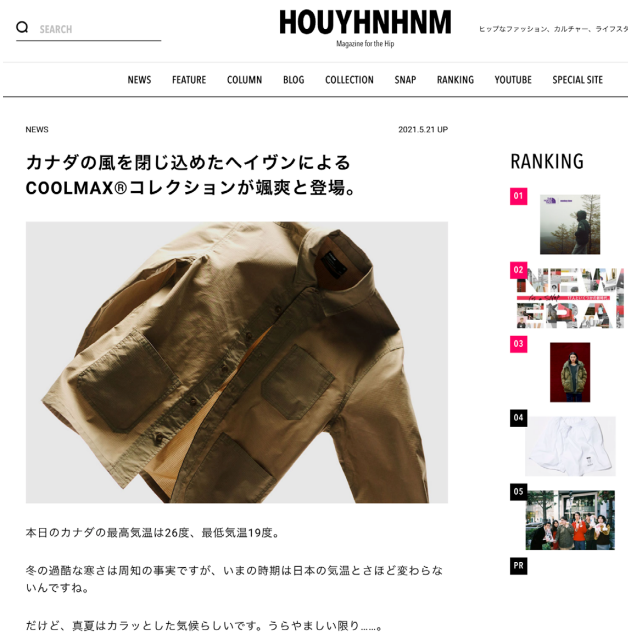
Provide graphic design for artist tours & shows in Japan.



MARKETING JAPAN

PR IN PRINT AND DIGITAL MEDIA

Building relationships with Japanese fashion media to expand brand reach in the Japanese market.



THANK YOU