

ANORAK

CLIQUA



Hailing from Los Angeles, California, Cliqua is a directing duo comprised of RJ Sanchez and Pasqual Gutierrez.

Combining their backgrounds in music videos and commercial work, the two have directed music videos for The Weeknd, J Balvin, Rosalia, Bad Bunny - to name a few - and in just a few years, they've amassed over 1.4 Billion Youtube Plays. They have also worked with brands like Facebook, Adidas, Nike, Amazon, and Michelob.

Both Mexican-American, their collaboration began with a desire to bring more eyes to Latin-American music by making films that deviated from the status quo, played with formats, and challenged the way people viewed performances.

As much as their work disrupts and varies, the duo always put an emphasis on story-telling, having recently directed music videos for singles from The Weeknd's 2022 album, "Dawn FM" - creating a dystopian underground story world throughout.

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