

Omar Alberto

Omar Alberto, a 25-year veteran of the fashion and modeling industries, began his journey in 1978 on the catwalks of Paris and Milan. In 1987 this charismatic Panamanian opened his own agency, Omar's Men, in Los Angeles to provide great-looking men with the same superstar status accorded to the female model; his concept took off and he soon operated a bicoastal business. In 2003 Omar joined Warning Model Management forming a strategic alliance with its rapidly growing talent division, Warning Talent.

Among the many careers Omar has advised are those of Djimon Houson, Antonio Sabato, Jr., Billy Baldwin, Rupert Everett, and Tyrese, all of whom have transitioned to lucrative careers as performers. His "boys" have graced the pages of every top fashion magazine around the world including *GQ*, *L'Uomo Vogue*, and *Arena Magazine*. Omar has produced talent for the world's top fashion and commercial photographers, including Mario Testino, Bruce Weber and Michael Compton. Designers Omar has worked with include Burberry, Gucci, Ralph Lauren, and Dolce & Gabbana to name a few.

Before opening Omar's Men, Omar modeled throughout Europe under L'Image Di Ricardo Guy in Milan and in the U.S. under Elite Model Management in New York. He jumped behind the scenes in 1980 when he became an agent at L'Image before moving on to East/West Models and then It Models. Eventually, Omar created Omar's Incorporated for Men and Women, which he merged with Prima Models to create United Prima Omar's (UPO). UPO later became Q Models, a publicly traded company.