

SITA



Sita Abellan is a producer & DJ, an ever-evolving internet phenomenon who matrixes fashion, music and digital culture into a persona unlike any other.

Sita is at home playing for underground crowds in Ibiza's most storied nightclubs as she is sitting front row at Parisian runways, re-shaping internet subculture, attending the Met Gala or designing capsule and bespoke collections for major brands including Faith Connexion, Freak City and MISBHV, Nike.

Sita's career has earned her profiles and support from outlets ranging from New York Times, Vogue, Dazed and i-D to Resident Advisor and Mixmag.

As a DJ, Sita's love of historical techno, industrial and electro sounds is paired with a fierce fascination for the new and current, channeling rave psychedelia with dark industrial influences. She has DJ'd some of the most cutting edge dance floors around the world, from Ibiza's DC10 with The Martinez Brothers, to Las Vegas' Art of the Wild, Mexico's Sonar, It'll do in Austin Texas and B2B with Miss Kittin (her icon) at Calvi On The Rocks, as well as for cutting edge brands like Alyx, Misbhv, Jeremy Scott and 032C. A fierce supporter of global femme and LGBTQ+ culture, she's performed at Barcelona's Loom Festival and is a favorite of the He.She.They crew.

Sita's musical career will further evolve with the release of her own original material, a radical statement of her own unique musical viewpoint. Her forthcoming EP will feature her own production and vocals drawing upon influences ranging from the Eurohouse of the Ruta Del Bacalao Valencia 90s scene, through to the Belgian New Beat 80s era and Berlin techno.

A first glimpse of her original work is coming in early dec 2021, with Sita teaming up with Regal to remix of his "Cult Of Personality", kicking off a series of releases that will establish Sita as one of Techno's most singular stars.

PRESS KIT

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Sita

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Interviews / Press

22.10.2021
Paper Mag

26.05.2021
DJ Mag Italy

21.04.2020
The Face

25.01.2019
Document Journal -
Sita x Miss Kittin