



OMG FASHUN

BRAD CALLAHAN

36

Mexico City, MX / Los Angeles, CA

HT: San Diego, CA

Fashion Designer

Married / No Kids

He/Him

 [@bcallabcalla](#) (64K followers)

About

Brad Callahan is an innovative artist and fashion designer who has never liked being told what to do. His brand, BCALLA, is for attention-seekers and those who want to celebrate themselves. With celebrity co-signs from the likes of Miley Cyrus, Lady Gaga, Nicki Minaj, and Emma Roberts, Brad's garments always make a statement. Using items like plastic bottles, zip ties, and old rope, he's never scared to try new things – all with the intention of bringing his sustainable approach to the masses.

Story

- > Brad comes from a family of creative types – in fact, his dad was a professional artist who used to let Brad skip school and go visit art museums with him. Growing up, Brad always felt different than other kids and was even bullied at times – but once his dad showed him the art world (where it was cool to be different), he began feeling comfortable in his own skin. Brad knew he was gay from a very young age, and he was always seeking an escape in comics, anime, sci-fi and fantasy in general. Interestingly, Brad's dad was a pheasant hunter – so Brad would regularly go on hunts with him (and he would use the feathers from the pheasants they brought home in his artwork).
- > As a kid, he recalls critiquing his mom's outfits when she was getting ready to go to work. Brad's taste and opinions on fashion only continued to evolve from there – and he eventually studied at SAIC with Nick Cave as the head of his department. While there, he was introduced to various counter-culture movements and artists, including Australian designer Leigh Bowery. Once Brad saw the documentary film *Paris is Burning*, he became enamored by the 1980s "drag ball culture" in New York City.
- > Nowadays, Brad has his own brand, BCALLA, which focuses on special events, custom creations, and small-batch web drops. Not only has he designed for some of the biggest celebrities in the world, but he recently had a piece featured in the Oscar winner for Best Film, *Everything Everywhere All At Once*. Despite his "mainstream" success, Brad still feels like his brand is underground to some extent.
- > Brad is someone who always does what's unconventional – not just with his designs, but the environment with which he presents his collections. He recently hosted a fashion show in Mexico City at an ex-women's prison on the rooftop. Also, he once held a show inside of an inflatable boxing ring where the models wearing his clothes boxed one another. Having appeared at NYFW and LAFW already, word-of-mouth is rapidly helping spread Brad's brand awareness.
- > Growing up as a self-described "punk kid," Brad used to thrift all of his outfits. To this day, upcycling is a major part of what he creates, as it allows him to create new pieces quickly without having to start fresh with blank fabrics. Despite his penchant for avoiding following the rules, Brad feels that "you have to know the rules first in order to break them." In the end, he knows what the conventional fashion world expects from him – and he's doing everything in his power to flip their old school approach on its' head.



Stuffed animal plushie coat



Custom sequined jacket for Emma Roberts



Upcycled custom work for Mimi Tao and Asian Da Brat