



# OMG

# FASHUN

## ADREAIN GUILLORY

30


Chicago, IL

HT: Saginaw, MI

Visual Merchandising / Fashion Designer

Single / No Kids

He/Him

 @ajovang (5K followers)

### About

**Adreain Guillory** is a visual merchandiser and fashion designer with his own brand, AJOVANG. With an emphasis on demi-couture, he loves to combine upscale elements and aesthetics with various other types of clothing, which makes his pieces accessible to everyone. From deadstock fabrics to unconventional items like herbs, lettuce, and bath mats, Adreain feels that using avant-garde techniques and materials allows his artistry to be constantly evolving and expanding.

### Story

- > Adreain is a small-town Michigan native who was raised around three generations of strong women. From an early age, he was especially close with his grandmother who supported all of his creative endeavors. He was first inspired by fashion while watching and reading childhood fantasy stories like Cinderella and The Swan Princess. The way fabric was designed or illustrated in these stories was always inspired to young Adreain.
- > He didn't really pursue fashion as a career path until he was enrolled in school at The Art Institute of Chicago. He tried his hand at sewing and was immediately hooked with the fact that he could take his drawings and turn them into wearable art. To Adreain, the possibilities seemed endless... and to this day, he still designs with the same hopeful, awe-inspiring outlook.
- > His brand, AJOVANG, was created as a way for him to process his emotions during uncertain times. Deriving inspiration from history, romance tales, and more, Adreain wants to create clothes that people can either frolic around in a field while wearing them... or they can show-stop in any room they step inside.
- > Adreain recently made several gowns out of lettuce – and he says what made these pieces interesting was the fact that the audience at the show could see the lettuce wilting over the duration of the event. He has also utilized herbs and spices like coriander and cinnamon to sew into organza fabric. He is also proud of a recent knit coat he built with shower loofas and a bath mat.
- > For Adreain, it's all about keeping things vintage and romantic, but still contemporary with his clean construction. He can do it all – from sewing and pattern making to embroidery, sketching, and draping. When it boils down to it, Adreain thinks outside the box – not because he *has* to – but because it allows him to truly be himself (and that's the most important thing to him).



Gowns made of lettuce



Organza fabric filled with herbs (coriander, cinnamon)



Upcycled fabric paired with flower petal tank top