
Minneapolis Streetwear Designer Wavy Farrar Launches Melbourne Pop-Up Series with Artist Malachai

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MELBOURNE, AUSTRALIA – Monday 2 March, 2026 – Minneapolis-based streetwear designer Wavy Farrar has arrived in Melbourne for the first time, launching a limited-time retail pop-up series in collaboration with Melbourne artist Malachai.

Running from 19 February to 20 March, the activation introduces Farrar's streetwear label to an Australian audience through a series of rotating pop-up appearances across Melbourne's inner creative districts.

Known for building his brand through grassroots promotion and community engagement, Farrar developed his reputation within Minneapolis' urban creative scene through independent clothing drops, pop-ups and collaborations across local music and street culture networks.

His collections sit firmly within the streetwear category, featuring graphic-heavy hoodies, tees and shorts with bold typography and prints referencing figures from music, sport and wider pop culture. Designed as everyday pieces rather than traditional fashion garments, the clothing reflects the visual language of contemporary street culture.

The Melbourne activation marks the first time Farrar's brand has been presented in Australia. Developed in collaboration with artist Malachai, the project creates a cultural exchange between the Minneapolis and Melbourne creative communities while introducing the designer's work to a new audience.

Rather than a single retail moment, the pop-up unfolds across multiple locations, allowing audiences to encounter the brand organically within Melbourne's creative neighbourhoods. Initial appearances include Fitzroy Market and Gallery 14 in Collingwood, with additional dates and locations set to be announced.

About Wavy Farrar

Wavy Farrar (@wavyfarrar | <https://wavyfarrar.com/>) is a Minneapolis-based streetwear designer and independent entrepreneur known for building a grassroots clothing brand rooted in local culture, hustle and community energy. Developed through independent drops, pop-ups and collaborations within Minneapolis' creative scene, his work blends hip-hop, sport and pop culture references into bold graphic apparel designed for everyday streetwear consumers.

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