KALIFA

bio :

Kalifa, formerly known as Le1f, is a singer, rapper, producer and dancer from Times Square, New York who's garnered attention for his avant-garde music and performance styles. After an introduction to the world as an electronic producer, Kalifa went on to become a figure as an openly gay rapper with the success of his 2012 underground pop-rap banger "Wut" and a forerunner of hyperpop with his 2015 debut album "Riot Boi". In the decade since, he's become a staple of electronic music festivals and pride events internationally, and is back with a pop sound embracing his Black queer identity.

highlights :

- Released the first gay rap album on a major indie; 'Riot Boi' (XL Recordings, 2015)
- **15 million Spotify streams** & 45k Spotify followers.
- Performed on the Late Show with David Letterman.
- 3 mixtapes, 3 EPs and 1 full-length album
- GLAAD Media Award 2016 Nominee for Outstanding Music Artist

- **10 Indie-Venue Headlining Tours:**
  2 North America, 4 Europe, 3 Australia and 1 Asia.
- **7 Concert Hall Tours as Direct Support**
  for acts including M.I.A., Peaches, The Garden and The Presets.

press

"With Bravado and Bravos"
- The New York Times

"The New York rapper is playful, painfully clever."
- The New York Times

"Pushes boundaries and moves bodies."
- Rolling Stone

"looks a million dollars and moves like a panther"
- The Guardian

"He'll break every boundary and step through every limit in his path."
- Billboard

"A rapper whose boundless, arty individuality pops out over every jittery beat"

"He performed with confidence, command and occasionally avant-garde fearlessness."
- NPR

'Frank Ocean came out. And then came Kalifa.'
- Rosie Perez on The View

"fierce, ferocious and bucketfuls of fun."
- Dazed

"Transmuting the city's energy into his own specific blend of queer hip-pop."
- The Fader

"sing-along tracks that take on hot-button topics..."
- Pitchfork

videos

WUT

4.1 million Youtube views
8.3 million Spotify + Apple streams

SODA

983K Youtube views
426K Spotify + Apple streams

KOI

659K Youtube views
1.6 million Spotify + Apple streams

BOOM

649K Youtube views
1.3 million Spotify + Apple streams

syncs

- 3 Instacart Digital & TV Ads (2023-2024)
- 'Layla' Film (2024)
- Pepsi CZ 'Pepsi Space' Ad (2023)
- 'Queer As Folk TV (Reboot) '(2022)
- 'The Other Two' TV + Ad (2021 & 2019)
- 'High Fidelity' TV (2020)
- 'Good Girls' TV (2018)
- MAC Cosmetics Ad (2017)
- 'The Carmichael Show' TV (2017)
- 'Dirk Gently' TV (2017)
- 'The OA' Netflix (2016)
- 'You Me Her' TV (2016)
- 'Girlfriend's Guide to Divorce' TV (2015)
- 'Please Like Me' TV (2015)

campaigns +runway

- Reebok x Nao Serati
- Doc Martens
- Adidas Originals
- Barney's New York
- Kenzo x H&M
- VFiles
- Mishka NYC
- i-D
- Dazed
- The Fader
- ThreeAsFour
- Asher Levine
- Eckhaus Latta
- Random Identities

collaborations

- Sophie
- Dev Hynes
- The Garden
- BloodPop
- Lunice
- Kelela
- Mykki Blanco
- Vic Mensa
- Halsey
- Lil B
- Umru
- Clip

scoring

- 'Planned Parenthood: Stand Up for Black Women' (2023)
- 'The House of Labeija' (2022, Tribeca Film Festival)
- MIT Museum: Black History Interactive Display (2022)
- Narciso Rodriguez (SS13 NYFW)
- Patrik Ervell (SS13 NYFW)
- Opening Ceremony

socials

instagram

spotify

twitter

soundcloud

hi@kalifa.fm