



EDMONTON  
*Indigenous*  
**FASHION**  
**WEEK** (END)

FRIDAY MARCH 21 & SATURDAY MARCH 22



PENDENNIS BUILDING • 9660 JASPER AVE EDMONTON, AB



## OVERVIEW

The Indigenous Empowerment Fashion Collective are embracing the fashion industry by elevating and empowering Indigenous artists to showcase and promote their work at the highest levels. The IEFC is an inclusive game-changing organization that provides a safe space for all who wish to take part. We are Indigenous owned, operated and based in Edmonton, Alberta.

Originally formed in 2018, we were known as the Indigenous Empowerment Collective. Teaming up with Western Canada Fashion Week, the IEFC hosted an Indigenous fashion show to officially open the WCFW's events.



## MISSION

IEFC aims to empower Indigenous communities through fashion, promoting cultural resilience and economic independence. They create opportunities for artisans, designers, and entrepreneurs to showcase their talents globally. They focus on preserving traditional knowledge, embracing innovation, and creating a sustainable future that honors the past while embracing contemporary expression.

## VISION

Our vision is to celebrate and respect Indigenous heritage, honor traditional knowledge, and promote Indigenous fashion as a powerful cultural expression, by intersecting cultural practice in contemporary contexts, ultimately fostering economic independence and global appreciation.



# MEET THE TEAM

Each member of the collective have been involved in the Fashion Industry worldwide for many years doing fashion shows, teaching workshops, featured in magazine articles, artist residencies, vendor booths, model training and speaking engagements. Every event highlighted one or more of their members and was championed by the group.



HEATHER BOUCHIER



KATEAO NEHUA-JACKSON



JAMIE MEDICINE CRANE



HINAURI NEHUA-JACKSON



RHONDA JOHNSON



KISIK WHISKEYJACK



## BENEFITS

### BUFFALO

\$5,000 -  
\$10,000

### MIKISEW

\$2,500 -  
\$5,000

### MAHIKAN

\$2,000 -  
\$2,500

Two performer intros  
& 2 minutes to speak



50% Larger logo  
on media wall



6 x Front Row  
reserved seats (VIP)



4 VIP Front Row tickets  
to both night shows



Shout out on  
social media



Logo on  
media wall



2 VIP Front Row tickets  
to both night shows



Business name on  
flyer under sponsors



Shoutout from  
the stage



