

FOR IMMEDIATE RELEASE

Vancouver Indigenous Fashion Week infuses the fashion industry with Indigenous values

Runway Shows: November 20 - 23, 2023 at the Queen Elizabeth Theatre

Closing Party: November 25, 2023 at Performance Works



Vancouver Indigenous Fashion Week forges links between fashion and Indigenous values, wisdom, and history, serving as a catalyst for strength, resilience, and fostering understanding and reconciliation between Indigenous and non-Indigenous communities. Photo Credit: Patrick Shannon

VANCOUVER, BC—The highly-anticipated fourth edition of the Vancouver Indigenous Fashion Week (VIFW) is set to captivate audiences with collections from 32 Indigenous designers on November 20 to 23, 2023 at the Queen Elizabeth Theatre (630 Hamilton St.). To close out the week-long fashion event, [Van Vogue Jam](#) is hosting the *Supernatural Kiki Ball* on November 25, 2023 at Performance Works (1218 Cartwright St.). Tickets available at [vifw.ca](#).

This year, audiences can look forward to 15 Indigenous artisans and designers from the Northwest Territories. These collections showcase their rich heritage and traditions inspired by the beauty and expanse of the Arctic landscape.

"We are excited to feature designers from the Northwest Territories and introduce our audiences to their distinct style, patterns and colour palette. Many people from this side of Turtle Island have never visited the Northwest Territories so these collections will be a rare glimpse into the Indigenous cultures that hail from that part of the world," said Mitton.

The **Wisdom Circle** is co-producing VIFW this year, centering the wisdom of the collective over the individual. Made up of Indigenous leaders from the three host Nations and elsewhere across Turtle Island, the Wisdom Circle shares responsibilities to support the development and maintenance of a culturally safe, respectful, and responsible planning process and event that centers equity by honouring xʷməθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwo ətəʔ/Selilwitulh (Tsleil-Waututh) protocols.

“VIFW brings our community together for a celebration of who we are today: our beauty, strength, and brilliance. It shows us that we can heal while creating a contemporary urban Indigenous identity through fashion,” said Ginger Gosnell-Myers, Wisdom Circle member.

“We have deep connections to the local host Nations and many other coastal Nations. As a proudly West Coast event, VIFW recognizes the vital role our oceans, lakes, and rivers play in shaping identity and history. With guidance from the Wisdom Circle, we’re exploring the connections between water and humanity, examining water as both kin and medicine, and the lessons we can learn from it,” said Joleen Mitton, VIFW founder and artistic director.

The VIFW Artisan Market, due to its popularity and success, will now take up the entire lobby of the Queen Elizabeth Theatre, while the runway shows will be held in the theater space to accommodate more guests. Up to 50 vendors per day are offering handcrafted items, including jewelry, apparel, beauty products, and more—just in time for the holiday season, making it an ideal destination for gift shopping.

“We are dedicated to celebrating Indigenous cultures, resilience, and creativity while embracing the teachings of our ancestors in a modern world. VIFW’s growth and reach is increasing every year and we are so grateful for the support we receive from everyone,” said Mitton. “Our audacious goal is to infuse the fashion industry with Indigenous values, and with every edition, we’re succeeding.”

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City of Vancouver, Office of Cultural Services; Law Foundation of BC; ACCESS Aboriginal Community Career Employment Services Society; InSpirit Foundation; Department of Canadian Heritage, Canada Arts Presentation Fund; Indigenous Tourism BC; Vancity; BoldLove Communications

About Vancouver Indigenous Fashion Week | vifw.ca | [TikTok](#) | [Instagram](#) | [Facebook](#)

Vancouver Indigenous Fashion Week (VIFW) showcases the power, beauty and evolution of authentic Indigenous art and design. Founded in 2017 by Joleen Mitton, VIFW brings global recognition to Indigenous fashion designers and artisans while providing talent development to Indigenous youth through mentorship, safe business practices, cultural appreciation, fashion shows, arts and cultural events. VIFW seeks to facilitate reconciliation and deeper understanding between Indigenous and non-Indigenous communities through fashion and community. VIFW is held on the unceded territories of xʷməθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwo ətəʔ/Selilwitulh (Tsleil-Waututh) Nations. VIFW honours their vision, resilience and resistance and stands in solidarity with them.