



SFIM14 ANNOUNCES FOUR COUTURE FASHION EVENTS. PREMIER NATIVE DESIGNERS ORLANDO DUGI, JAMIE OKUMA, BETHANY YELLOWTAIL AND SHO SHO ESQUIRO WILL SHOWCASE THEIR NEW WORK.

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**(Santa Fe)** Santa Fe Indian Market is in its 93<sup>rd</sup> year of bringing Native Arts to the world ranging from jewelry to photography and to this year's SFIM events lineup a strong presence in couture fashion.

Visitors at this year's SFIM can experience four different events featuring one of a kind, high fashion designs by four premier Native Designers including Orlando Dugi, Jamie Okuma, Bethany Yellowtail, and Sho Sho Esquiro.

Designers set to showcase pieces from their most recent collections specially made for Santa Fe Indian Market week 2014. Representing different Indigenous backgrounds each of these designers bring their own contemporary style as seen on runways throughout the fashion world. These pieces are made in sample sizes available for purchase and custom ordered to size and fit. All designs are of high quality material, one of a kind, hand made design and bring an incredible diverse element to the World's Best Native Arts Show- SFIM14.

**Designer Orlando Dugi** (Dine) of DUGI, DUGI first began with elaborately hand-beaded evening clutches and bags, then introduced a line of jewelry to the brand, and now includes evening gowns. DUGI has shown their designs at Mercedes Benz Oklahoma Fashion Week, PLITZS New York City Fashion Week, and others.

**Designer Jamie Okuma** (Luiseno/Shoshonoe-Bannock) At the age of 22, Okuma became the youngest artist in the history of Santa Fe Indian Market to win Best of Show, which would become the first of her four Best in Show awards: two from SWAIA and two from the Heard Museum Indian Fair and Market.

**Designer Bethany Yellowtail** (Crow/Northern Cheyenne) Yellowtail has contributed to major brands such as the BCBGMAXAZRIA GROUP, Kardashian Collections, as well as private labels sold in Macy's, Nordstrom, and other fine retailers. Through her use of Authentic Native textiles, Yellowtail is on a mission to restore tribal identity to global fashion, as well as showcase the diversity of contemporary Native America.

**Designer Sho Sho Esquiro** Award winning artist Sho Sho Esquiro grew up in the Yukon, Canada. She's inspired by her Native American roots and her love for intoxicating colour, fabric and textures combining it with her traditional knowledge of Native textiles. Sho Sho expresses herself through her passion as a contemporary artist of clothing and canvases.

Events produced by **Amber-Dawn Bear Robe** (Blackfoot/SikSika).

Events include:

**Thursday August 21, 2014 5-7pm** Museum of Indian Arts and Culture;

Legends, Legacy, and Living Artists: A Tribute to Allan Houser

**Saturday August 23, 2014 2pm Cathedral Park;**

SFIM14 Official Fashion Show

**Saturday August 23, 2014 5-9pm La Fonda On the Plaza**

Live Auction Gala



*santa fe indian market*  
SOUTHWESTERN ASSOCIATION FOR INDIAN ARTS

**Sunday August 24, 2014 9am**  
SFIM Fashion and Designer Challenge

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#SFIMFashionShow

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swaia is a non-profit organization supporting native arts and culture