



Proudly
Indigenous
Crafts
& Designs

ARTISTS PRESS RELEASE

www.proudlyindigenouscrafts.com



Snowfly Cheryl Fennell

Instagram: [#fennellcheryl](#) @fennellcheryl

Online store: <https://proudlyindigenoucrafts.com/artist/cheryl-fennell/>

ABOUT THE ARTIST

Cheryl Fennell's Indigenous roots are Yellowknives Dene (her mother) and Polish (her father). She has traveled around the circumpolar world, has lived in Nunavut, and currently resides in Yellowknife, her birth town. Cheryl integrates traditional designs with contemporary ideas in a unique way. She works with sealskin which forms the basis of her inspired clothing and bag designs, home décor, and her art. She draws upon the beauty and wear-worthy quality of sealskin for all her products. To help promote sealskin, she has designed sealskin cuffs and a sealskin sinew bookmark for *Six Shooter Records* for National Seal Products Day and to help promote Tanya Tagaq's book, *Split Tooth* and two of her albums.

Recently, Cheryl has participated in the Winnipeg Art Gallery – Qaumajuq CRAFTED 2022 Fashion Show and Sale. She has also gained exposure in *Cosmopolitan Magazine* (October 24, 2022 edition) as one of 30 Indigenous brands to watch.

WHAT ARE YOUR SOURCES OF INSPIRATION?

I am inspired by the sacred beauty of every created thing in our world. I believe it is our purpose to consciously reflect on the harmony between ourselves, nature, and the world. I draw upon natural beauty as the inspiration for my design offerings. Nature's 'threads' of beauty bridge and shape how I feel, see, and create.

DO YOU HAVE A PARTICULAR TECHNIQUE THAT YOU ARE USING IN YOUR WORK OR THAT YOU DEVELOPED?

I am very new in this field and I am still investigating techniques to use in my designs. I look at each design as an exciting challenge to figure out techniques to create. I think my technique is born after seeing a design that reveals itself to me. I endeavour to contribute unique creations that allow the beauty and function of the sealskin to shine.



CHERYL'S 5 FAVOURITE PIECES

Sealskin snap cuffs in natural or dyed Harp Seal or Ringed Seal



Sealskin and bison carrying bags



Sealskin tapestries



Sealskin vintage footstools



Sealskin and bison skirts



CHERYL'S 5 BEST SELLERS

Sealskin snap cuffs in natural grey Harp Seal or Ringed Seal



Sealskin tapestries



Sealskin earrings



Sealskin purses



Sealskin and bison carrying bags





Taalrumiq Christina King

Facebook, Instagram, TikTok: @taalrumiq

Online store: https://proudlyindigenoucrafts.com/artist/taalrumiq_christina_king/

ABOUT THE ARTIST

Taalrumiq is an Inuvialuk and Gwich'in artist, fashion designer, cultural educator and digital content creator. Using the same traditional materials as her ancestors and in her signature bold style she creates fine art and couture pieces true to her contemporary vision.

She grew up on the shores of the arctic ocean, raised with her Inuvialuit family and community in Tuktoyaktuk, Inuvialuit Settlement Region, Northwest Territories. At birth she was gifted her maternal great-grandmother's ancestral family name 'Taalrumiq' by local elders. Always drawn to creative outlets, Taalrumiq is a red seal Journeyman Hairstylist and graduated from the University of Alberta with BSc and BEd degrees.

Her traditional knowledge, passion and creative vision allow a unique opportunity for her to create, teach and share Inuvialuit culture with the world from an authentic perspective. Contributing to cultural preservation through art, fashion and storytelling in short format videos, she educates about Inuvialuit history, contemporary way of life, encourages pride in Inuit identity and healing of intergenerational trauma. She advocates in support of sealskin and fur, demonstrating functionality, sustainability and beauty of natural materials through her work.

The love and respect for her culture, ancestors, people and inherent connection to her ancestral homeland inspire and inform her art, design, and way of being in the world. Working with traditional Inuvialuit design elements and organic materials in combination with post fur trade era materials she creates contemporary Inuvialuit couture accessories, garments and original Inuit fine art pieces under her fashion label and business Taalrumiq.

Her work is in various corporate and private collections, and is currently in the 'Breathe.' and 'Breathe. II' exhibits. She was named one of Canada's top 10 Inuit Sealskin Designers to watch in 2021 by the Inuit Art Quarterly magazine and selected as 1 of 10 designers in the Banff Centre for Arts and Creativity 2022 Indigenous Haute Couture Program.

In Inuvialuit culture, to sew for someone is to love them. In this way she creates each piece with utmost care and attention to detail. Taalrumiq also offers cultural consulting services including sealskin sewing workshops, cultural presentations, public speaking and digital content creation.

WHAT ARE YOUR SOURCES OF INSPIRATION?

Inspiration is all around and within. My culture, ancestors, People and connection to ancestral land inspire me. What's happening socially, politically, the broader world and natural surroundings, the love and creative energy I feel at art, fashion and cultural events all inspire me to grow, continue to create and be the best I can be. The materials speak to me. Sometimes I look at something and instantly see in my head what it will become. Other times I dream of ideas, pieces or projects, then I'll write them down or sketch them, then work to make them a reality. The desire to correct the narrative and share from an Inuvialuit point of view inspires me. Other times I'll see things and imagine how it would look from an Inuit perspective, and that will give me an idea to try something or create something that I haven't seen before.

DO YOU HAVE A PARTICULAR TECHNIQUE THAT YOU ARE USING IN YOUR WORK OR THAT YOU DEVELOPED?

My signature bold and colourful style is evident in everything I create. I experiment with new processes and techniques, taking traditional design elements and using them in new ways. For example, traditionally we used red eyebrows from a ptarmigan for trim, today I use sequins, beads, metallic trims and applique with metallic thread. Instead of wolverine or caribou skin fringe, I use metallic leather, rainbow sealskin and sequin fringe. I've experimented with dying antler and fish vertebrae in my work as well. While I don't feel I've invented anything new (yet), I do have fun putting materials together in exciting ways, trying things that are new to me or that we haven't seen Inuvialuit versions of. (Like laser cut metallic leather with walrus tusk design for earrings).

TAALRUMIQ'S 5 FAVOURITE PIECES

'Inuvialuk at the Met Gala' couture outfit



Sealskin heart rainbow fringe earrings



Laser cut walrus tusk sealskin earrings



'Bounty of Our Land' pandemic mask



'Inuvialuit Fortitude' sealskin pandemic mask 2



TAALRUMIQ'S 5 BEST SELLERS

Orange sealskin solidarity heart pins



Sealskin mittens



Sealskin earrings and rings



Sealskin heart rainbow fringe earrings



'Inuit Glitter' sealskin hair greeting cards





Stitched by April

April Allen

Facebook, Instagram, TikTok: @stitchedbyapril

Online store: <https://proudlyindigenoucrafts.com/artist/aprilallen/>

ABOUT THE ARTIST

April Allen is a modern artist and designer with a small business, Stitched by April, and an online bead supply shop, Indigenous Bead Supply Canada. April is an Inuk, originally from Rigolet, Nunatsiavut, a small community located on the North Coast of Labrador. She currently resides in Labrador City, NL.

April is a retired dental therapist, and now spends most of her time creating beadwork and sewing projects. She appreciates creating contemporary pieces that incorporate her Inuit culture, history, and traditional materials by constructing many types of sealskin, antler, and beaded earrings, as well as clothing. April demonstrates a strong passion for her work – valuing the extensive detail in which she creates with every stitch. For April, the art of beading is therapeutic.

Her mother spent much of her time sewing when April was a child, leaving April to demonstrate an interest in craftwork from a young age and learning how to knit and sew from her mother. At the beginning of the pandemic, they both participated in volunteer work to create facemasks for individuals residing in Labrador. April continues to learn from her mother/auntie/relatives and strengthens her connection with her culture through beading and sewing.

Allen's signature earrings are made with sealskin and fox fur. Additionally, she incorporates symbols such as caribou tracks, moose tracks, salmon skin, Uluk and inukshuks—all symbols of her culture—into her designs. For instance, caribou and moose tracks derive from the animal that once provided food and clothing, and during the harsh Northern winters, these items were vital for survival. In more recent times, they are also an avenue to create jewelry, which many Inuit use to identify and educate others. For April, it is an honour to use these symbols in her artwork and share them.

Allen constantly explores new variations of designs for future creations and considers where the materials come from and new ways that she can incorporate education into her projects. Allen believes that sharing and connecting with Indigenous youth in artistic practices is vital. Allen also works as an online facilitator for a program that works with schools across the territory, Nunavut, and throughout the rest of the country.

WHAT ARE YOUR SOURCES OF INSPIRATION?

Inspiration comes from my culture. In my ancestor's time, these materials (seal skin, fox fur, caribou and moose tracks, etc.) were used sustainably to provide warmth in the extreme cold and water barriers (we still use these materials today, for the same reasons). The energy of my ancestors radiated through me while creating my signature earrings. I spent many hours working on the design and decided upon one that brought pride to me. The V shape Sealskin design resembles a tattoo, located on the forehead, which to me, signifies entering womanhood for us Inuit, while the silver fox fur adds a contemporary look that will leave one feeling timeless. Creating each piece of art, especially this one, leaves me with feelings of love, excitement, honor, and pride.

DO YOU HAVE A PARTICULAR TECHNIQUE THAT YOU ARE USING IN YOUR WORK OR THAT YOU DEVELOPED?

Using the same techniques as my ancestors with love and care. I am very meticulous when it comes to my artwork, valuing the detail in every cut and stitch that I place. Hand sewing is a very hard but rewarding task. You need to make sure every stitch is placed in line, grasping the material tightly, keeping seams in line and stitches pulled very tight for some projects like clothing. This ensures tightness of the garment to keep the cold out. I believe this is something my mother instilled in me at a young age. My passion as an Inuk artist is a result of the satisfaction of appreciating the finished product. When looking at my completed work, feelings of pride, joy, and contentment washes over me. These feelings are what makes this line of artistry worth the dedicated time and care that I give."

APRIL'S 5 FAVOURITE PIECES

Turquoise design



Signature sealskin fox earrings



Sealskin Inukshuk earrings



Sealskin owl pendant



Polar bear skirt with multimedia earrings



APRIL'S 5 BEST SELLERS

Sealskin hearts « Mini Love » earrings



Sealskin Ulu earrings



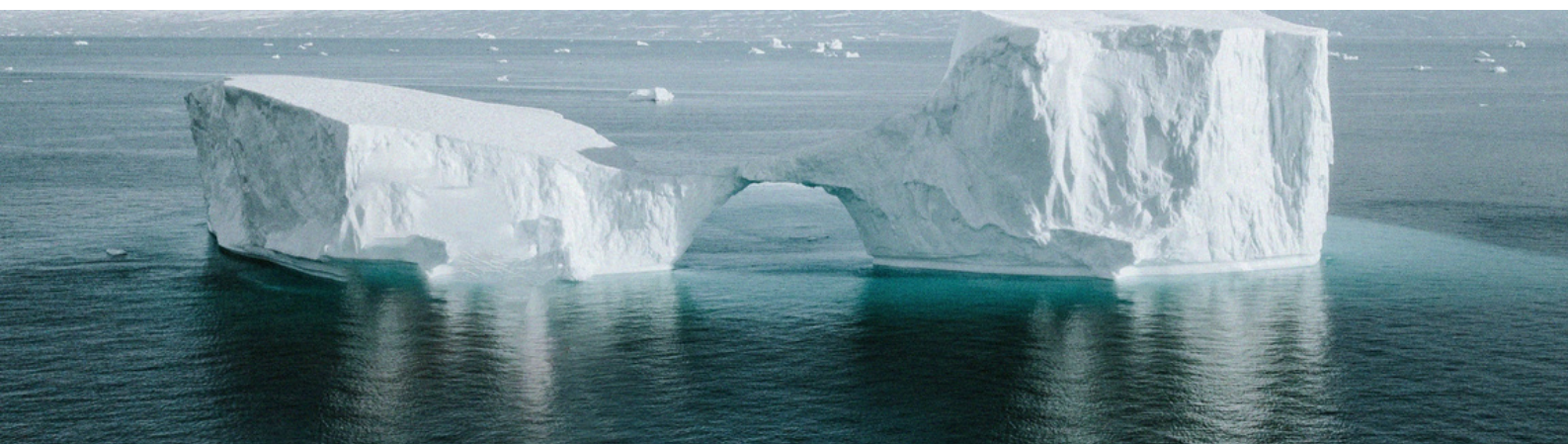
Signature sealskin fox earrings



Sealskin fox fur slippers



Turquoise flower earrings and necklace





INUK 360 INUK

Instagram, Facebook & TikTok: @inuk360

Online store: <https://proudlyindigenoucrafts.com/artist/inuk360/>

ABOUT THE ARTIST

Inuk is an Inuvialuk Master Caribou Hair Tufter and Multidisciplinary Designer, A Cultural Educator, Knowledge Keeper, Content Creator and Influencer, Plus Size Model and Guest Speaker. She is the creator behind the social media brand Inuk360. Inuk was born, raised, and continues to live in the Northwest Territories, Canada.

Inuk's artistic journey began in the spring of 1990 as a caribou hair tufter. She is a self-taught tufter and she believes that learning to tuft on her own, helped her find, develop, and hone her tufting skills, which led to her distinctive style of tufting. Inuk was an integral part of helping to revive and successfully help bring tufting back out of the shadows and into the fine art category. Inuk has taught thousands of people around the world. With each caribou hair tufting lesson/demonstration she helped preserve a piece of the Northwest Territories' heritage, one tuft at a time.

With continual perseverance, determination, and hard work, Inuk became known as and is a "Master Tufter", in which she proudly, yet humbly accepts this acknowledgment. Since Inuk's artistic journey began, it has expanded to create with many textiles by hand and has flourished, there are no obstacle that she can't overcome. She now creates one-of-a-kind pieces of wearable art, jewelry, carvings, and designs clothes. In 2020 she also welcomed her mum Julia Pokiak-Trennert and her second oldest brother IngNing (Spencer Trennert) to Inuk360 and has plans to keep growing Inuk360.

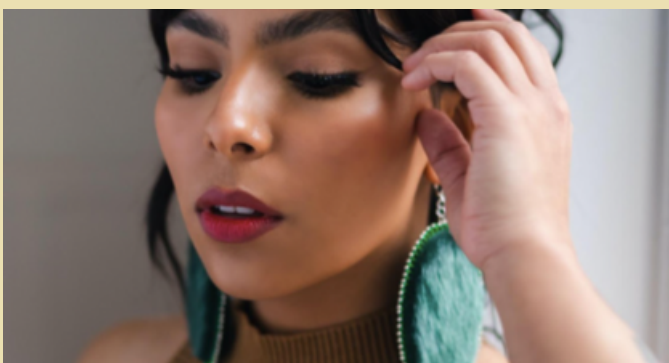
Inuk supports and donates some of her creations to fundraisers for many indigenous grass roots organizations, and she is a strong advocate for promoting a violence, drug and smoke free lifestyle. Also, breaking the silence on mental health. You can hear Inuk speak on many of these topics via her social media platforms. Inuk is a strong advocate for the use of sustainably harvested arctic furs and leathers, such as sealskin and moosehide and muskox leather. Her Inuk360 creations span the globe, which is a great accomplishment for an Inuvialuk, born in a small Dene settlement, in the Nahendeh area of the Northwest Territories, Canada.

WHAT ARE YOUR SOURCES OF INSPIRATION?

My whole life inspires me. My ancestors, my family, the Territory that I was born too and live with. It all starts with a dream and no matter what life throws at you, learn to adjust, pivot, and adapt to continue to live your dreams. I hope that by being a trailblazer, change maker, and leading by example, that someday, someone will see my life's work and think, wow, if Inuk could do that, so could I, and then live their own dreams and blaze their own trails.

DO YOU HAVE A PARTICULAR TECHNIQUE THAT YOU ARE USING IN YOUR WORK OR THAT YOU DEVELOPED?

Every stitch has a lifetime behind it, a lifetime of learning and growing and hundreds and thousands of hours of practicing until I perfected the technique I was learning. For example: to become a high-quality Master Caribou hair tufter and attain and maintain quality work over quantity, it took me hundreds if not thousand hours. Everything I create is slow fashion.



INUK360'S 3 FAVOURITE PIECES

Sealskin earrings



Sealskin cuff and earrings



Sealskin shoes



INUK360'S 4 BEST SELLERS

Moonbeams and Dreams earrings



Sealskin cuffs



Sealskin pendants



Sealskin shoes





Bambi's Traditional Arts Bambi Amos

Facebook, Instagram, TikTok: @bambis_traditional_arts

Online store: <https://proudlyindigenoucrafts.com/artist/bambi-amos/>

ABOUT THE ARTIST

Bambi Amos began at a sewing class in her hometown Sachs Harbour, NT. She would like to give a shout out to the sewing instructors – without them she would not have been able to learn the Inuvialuit art of keeping warm. Most importantly, her Amang (mother) for always being her inspiration and encouragement. Bambi is still learning with every project she does. It gives her a sense of accomplishment and pride. Her favourite things to make are sealskin mitts and embroidering. She gets excited to see the outcomes, when cutting out stroud and drawing flowers for whatever embroidery project she does next. What inspires Bambi the most is making something that encompasses warmth. What she makes needs to be wearable – warmth is an important part of her culture. Bambi believes carrying on that tradition is very important.

WHAT ARE YOUR SOURCES OF INSPIRATION?

Being Inuvialuk is definitely my biggest inspiration. I feel that strong connection to my culture when I'm sewing, and it is a constant learning experience. I began 15 years ago when my cousin taught me how to embroider. Then that same year, I attended a sewing class with other Inuvialuit women. This is my passion, and I am always creating something. I love sharing my traditional art and knowledge with others. Thinking about how much they will enjoy my pieces as much as me is very heartwarming. I love that it's a grounding practice that brings me back to my roots as an Inuvialuk woman.

I am inspired by my culture as an Inuvialuk. I think about how my ancestors created clothing to survive the harsh climate. The clothing and essentials were also very beautifully made with thought and care – I bring that into my work also. Everyday life and interactions bring inspiration to my art as well. Connection, experience, and curiosity bring me ideas for designs and improvements.

DO YOU HAVE A PARTICULAR TECHNIQUE THAT YOU ARE USING IN YOUR WORK OR THAT YOU DEVELOPED?

Having traditional knowledge passed down to me from mentors and family definitely influences my technique. I was determined to learn with many trials and errors, and I continue on today.



BAMBI'S 5 FAVOURITE PIECES/BEST SELLERS

Sealskin mitts



Sealskin purses



Sealskin earrings



Sealskin Ukpiit



Embroidery work



For media relations, product direction
of use & expert interviews requests:



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