



AYA Optical Has Teamed up with

Lakota Multimedia Artist Jim Yellowhawk on a Stunning Capsule Collection

News Release (January 6th, 2025 Vancouver, BC) – To celebrate the new year, [AYA Optical](#) has released a first-of-its-kind eyewear capsule featuring ledger art by celebrated Lakota multimedia artist Jim Yellowhawk. The collection pairs Jim’s extraordinary artwork with handmade acetates inspired by buffalo horn materials, creating modern eyewear for the global marketplace, that pays tribute to revered symbols from Lakota culture. As always, partial proceeds from the sale of this collection will be donated to communities in need.

Jim Yellowhawk comes from a family of artists from the Itazipco Band of the Cheyenne River Sioux Tribe. He has been immersed in the art of his ancestors since his youth. A master of ledger art, collage, and modern mediums like neon light, and even dance, Jim’s art is a vivid celebration of culture, resilience, and storytelling. His work is rich with symbolism, featuring motifs like the eagle and buffalo, which reflect the circle of life and unity in Lakota culture. Jim’s work is deeply rooted in the tradition of Plains Indian ledger art, a narrative form that thrived from the 1860s to the 1920s and experienced a revival in the 1960s. Named for the ledger books that Plains Indians repurposed for canvases, ledger art tells stories and expresses cultural identity through drawings and paintings on cloth or paper.

Yellowhawk says, “Traditional spirituality is woven into my daily life, work, practices, and way of being. It keeps me in balance and guides my creative processes. The horse, buffalo, elk, geese, and eagle nations are often represented in my art, in honor of the four winds. While my art comprises diverse media forms, my current passion is for ledger art, a traditional way of recording history for the native peoples in America. My techniques vary according to the feel of each piece. I like to experiment and challenge myself. I would like to leave my mark as an artist in a way that serves all people, and I very much hope to provide a strong and positive role model for native youth.”



Jim Yellowhawk with his artwork



Ledger Art

The artwork of Jim Yellowhawk can be found in some of the most interesting corners of the world, including galleries and private collections worldwide. A blanket design of his was featured last year in Italian Vogue, and his art now will be made available on three striking AYA optical frames. Says AYA founder Carla D'Angelo. "I discovered Jim's beautiful artwork in Italian Photo Vogue, and I just knew I had to work with him. Fast forward to today, and I am thrilled to be presenting Jim's immense talent to a wider audience via our eyewear capsule."

Introducing Ledger, a bold eyewear style crafted from high-quality custom acetate inspired by buffalo horn materials. As the first collaboration between Jim Yellowhawk and AYA Optical, *Ledger* draws inspiration from the rich tradition of Plains Indian ledger art. Adorned with Yellowhawk's dynamic Buffalo Nation artwork, subtle numbers featured in the background, reflecting the ledger paper that inspired this unique art form. Available in two sophisticated colors warm havana brown, and rich charcoal gray. \$185



Cetangi is a unisex frame with a rounded retro vibe adorned with Yellowhawk's White Buffalo design. This frame pays tribute to the buffalo, a powerful symbol of abundance, resilience, and unity in Lakota culture. The temple artwork features details from old ledgers in the background—subtle lines, writing and numbers that echo the distinctive medium that brought these stories to life. Crafted from customized, premium acetate inspired by buffalo horn materials, Cetangi is available in two sophisticated hues, elegant grey or warm caramel. \$185



The Lakota frame made from premium custom acetate, features a strong and confident silhouette available in gloss black for a classic, polished look

and striated brown with hints of blue and crystal. This frame is adorned with Jim Yellowhawk's intricate warrior design, paying homage to the courage, strength, and leadership of Lakota warriors. \$185



About AYA Optical

AYA Optical was founded in 2009 with a vision to create eyewear that would be a canvas to tell stories from our the world and feature original artwork created by renowned First Nations artists, such as Corrine Hunt, Donald Chretien, Phil Gray and Kathy Marianito. While the relationship with those artists continues to flourish, AYA has many other new collaborations simultaneously in progress.

AYA Optical successfully blends for-profit entrepreneurship with philanthropy. The brand has always invested back into indigenous communities and has contributed over \$300,000 to initiatives such as helping at-risk kids in Northern communities start their day with a healthy breakfast,

scholarship programs for indigenous women and eyewear donations to elders and communities in need. The brand is known for its great styling, focus on details, quality craftsmanship, and philanthropic efforts.

AYA Optical has built a reputation for producing exceptional eyewear crafted from high-quality acetates and metals. This woman-led eyewear brand continues to push boundaries with creative eyewear design, and this series is the first of its kind integrating ledger art, as it pairs Jim's extraordinary artwork with handmade acetates inspired by buffalo horn materials, creating eyewear that is both beautiful and deeply meaningful.

Follow along on our eyewear journey at @ayaeyewear and for more information on the Jim Yellowhawk/AYA Optical launch or to interview Carla D'Angelo please contact Noelene Searle Valteau at noelenes@shaw.ca or call 604 725 9428. Click [here](#) for high resolution images of the eyewear. And for a detailed interview with Jim Yellowhawk by Crazy Horse Memorial Foundation please reference <https://www.youtube.com/watch?v=tynTARU1jU8>