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AYA Optical Launches *Wind Warriors* Collection by Jim Yellowhawk at the Sturgis Motorcycle Rally & Oyate Health Centre

North Vancouver, BC, August 1, 2026 - AYA Optical is proud to unveil its newest collaboration with acclaimed Lakota and Onondaga artist **Jim Yellowhawk**—the **Wind Warriors Collection**. Inspired by Indigenous art, motorcycle culture, and the spirit of the open road, the collection introduces three handcrafted eyewear styles: **Steel Pony**, **Iron Horse**, and **Free Spirit**.

The collection will make its public debut during the Sturgis Motorcycle Rally, where it will be showcased and through Oyate Health Center alongside Jim Yellowhawk and several other Indigenous artists. The event celebrates Indigenous creativity, culture, and entrepreneurship while introducing AYA Optical's newest collection to one of the world's largest motorcycle gatherings.

Following the success of previous collaborations with Yellowhawk, *Wind Warriors* represents a bold new chapter, combining premium handcrafted eyewear with authentic Indigenous storytelling.

Each frame showcases Yellowhawk's original artwork, transforming everyday eyewear into wearable works of art. The collection honours the modern Indigenous rider while celebrating the traditions, symbols, and stories that continue to inspire Indigenous communities today.

"Jim's artwork captures movement, courage, and identity in a way that immediately connects with people," said Carla D'Angelo, Founder of AYA Optical. "With *Wind Warriors*, we wanted to create a collection that celebrates both the freedom of the open road and the rich cultural heritage behind the artwork. Every frame tells a story while supporting Indigenous artists in a meaningful way."

The Collection

Steel Pony A contemporary clubmaster-inspired frame handcrafted in premium acetate with spring hinges. The temples feature Jim Yellowhawk's Cetangi Iron Horse Motorcycle artwork, creating a sophisticated style that bridges heritage and modern design for both men and women.



Iron Horse Designed for larger faces, Iron Horse is a bold rectangular frame featuring rivet detailing, spring hinges, and dramatic temple artwork inspired by the legendary Indian Chief Roadmaster motorcycle. A subtle ledger art motif adds another distinctive Indigenous design element.



Free Spirit A versatile unisex frame crafted in a striking striated blue-grey or brown-grey acetate. The temples showcase Yellowhawk's Cetangi Iron Horse Motorcycle artwork, offering an expressive yet refined design for everyday wear.



Indigenous Art with Purpose

Since 2009, AYA Optical has partnered directly with Indigenous artists across North America to create premium eyewear that celebrates authentic Indigenous art while generating meaningful economic opportunities for artists and their communities. Each frame includes artist story cards, premium packaging, and detailed artwork featured throughout the frame, creating a product that connects consumers with the artist behind the design.

Launching at Sturgis & Oyate Health Centre

The Wind Warriors collection will officially launch during the Sturgis Motorcycle Rally, where visitors can experience the collection firsthand. The launch will also be celebrated at a special artist showcase hosted by Oyate Health Center, featuring Jim Yellowhawk and fellow Indigenous artists. Together, these events highlight the intersection of Indigenous art, culture, and contemporary design while introducing one of AYA Optical's most anticipated collections to motorcycle enthusiasts and art enthusiasts from around the world.

Following the Sturgis debut, the collection will be available through AYA Optical authorized optical retailers throughout Canada and the United States.

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About AYA Optical Founded in 2009, AYA Optical creates premium eyewear featuring authentic Indigenous artwork from celebrated artists across North America. Every collection combines exceptional craftsmanship with meaningful cultural storytelling while supporting Indigenous artists through licensing and ongoing royalty programs. AYA believes eyewear can be more than a fashion accessory—it can be a canvas for culture, conversation, and connection.

About Jim Yellowhawk 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.

The artwork of Jim Yellowhawk can be found in some of the most interesting corners of the world, including galleries and private collections worldwide.



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