



IndigiMerch

Community Futures – Here to BOOST Your Business!

TELL US ABOUT YOUR BUSINESS:

LENORE – I ALWAYS WANTED TO START A CLOTHING LINE/BRAND. A YEAR AGO I SECURED A LOCATION IN BONNYVILLE, WHICH ENABLED ME TO CARRY FORWARD MY DREAMS. CLOTHING ISN'T JUST CLOTHING BUT AN EXPRESSION OF ART AND A TOOL WE CAN USE TO EXPRESS OUR BELIEFS AND VALUES. WITH INDIGI MERCH I CAN ASSIST PEOPLE IN DEVELOPING THEIR OWN ARTISTIC ABILITIES AND SMALL BUSINESS VENTURES, AS WELL AS GET MESSAGES OUT THERE AND SPREAD AWARENESS ABOUT THE ATROCITIES THAT HAVE HAPPENED TO OUR PEOPLE THROUGH OUR MMIW AND EVERY CHILD MATTERS COLLECTIONS. I SOON HOPE TO DEVELOP AN INDIGI MERCH COMMUNITY FUND TO START GIVING BACK TO THE INDIGENOUS COMMUNITY ONCE OUR BUSINESS BECOMES STABLE.

WHAT DO YOU LIKE MOST ABOUT WHAT YOU DO?

LENORE – I ENJOY WORKING WITH PEOPLE AND WHERE MY BUSINESS IS TAKING US. WE ENJOY DOING VENDOR EVENTS AND BEING ABLE TO CONNECT TO THE COMMUNITY. WE ARE USUALLY APPROACHED BY CUSTOMERS WHO HAVE QUESTIONS ABOUT OUR INDIGENOUS GOODS AND SERVICES AND TAKE THESE OPPORTUNITIES TO EDUCATE THE BROAD POPULATION ABOUT OUR GENERAL HISTORY AND TRADITIONS. I ALSO, ENJOY BEING ABLE TO RESTORE A SENSE OF PRIDE FOR OUR INDIGENOUS PEOPLES WHO WEAR OUR CLOTHING OR ANYONE FOR THAT MATTER. IN BEING ABLE TO CAST AWARENESS OF OUR INDIGENOUS CHILDREN WHO WENT TO RESIDENTIAL SCHOOLS – THAT DIDN'T SURVIVE AND THE SURVIVORS AND MANY OF OUR MISSING AND MURDERED INDIGENOUS WOMEN AND PEOPLES TO ALSO WEARING CULTURALLY APPROPRIATED CLOTHING AND PROMOTING A SENSE OF UNITY.

WHAT ARE YOUR BUSINESS GOALS?

LENORE – IN 2022, I WISH TO ESTABLISH INDIGIMERCH'S PRESENCE LOCALLY AS WELL AS ONLINE. TO BRING IN CONSISTENT INCOME – START PROMOTING TO MORE MERCHANTS AND RETAILERS ACROSS CANADA AS WELL AS, MORE BUSINESSES AND ORGANIZATIONS IN PROVIDING THEM WITH PROMOTIONAL GOODS AND CLOTHING. TO SECURE EXPANSION LOANS/GRANTS IN ORDER TO BUILD A SHOP ON-RESERVE WHERE WE SPECIFICALLY USE FOR MANUFACTURING THE GOODS AND APPAREL, TO DEVELOP PRIVATE LABEL CLOTHING AND BE ABLE TO BRAND/MAKE OTHER INDIGENOUS MERCHANTS CLOTHING AT DISCOUNTED RATES.

WHAT DO YOU WANT PEOPLE TO KNOW ABOUT WHAT YOU DO?

LENORE – THAT AT INDIGI MERCH – WE DO A LOT OF CUSTOMIZED GOODS AND SERVICES AS WELL. NOT ONLY INDIGENIZED MERCHANDISE. WE ARE HERE TO ACCOMMODATE FOR YOUR NEEDS. WE MAKE A LOT OF PROMOTIONAL ITEMS SUCH AS VEHICLE DECALS/STICKERS, SHIRTS, CUPS, ETC. AND WE OFFER FR WEAR FOR OUR CUSTOMERS WHO WORK IN THE OILFIELD. WE HAVE A TEAM OF PEOPLE WHO ARE TRAINED IN DEVELOPING THE DESIGNS, AS WELL AS CREATING YOUR BEAUTIFUL MERCH !

HOW CAN PEOPLE CONTACT YOU?

LENORE – PEOPLE CAN CONTACT ME ONLINE : WWW.INDIGIMERCH.CA OR PHONE : **LENORE JANVIER** – [780-777-9986](tel:780-777-9986) OR IN PERSON AT : [5101 – 50 ST, BONNYVILLE](#) BETWEEN 10 AM – 4 PM



