



## Trending American Indian style

Tradition runs deep, especially to those who have had it ripped from their lives. Native Americans have endured tribes being separated, land confiscated and family members being brutally murdered. However, their spirit never runs cold to the earth that has afforded them so much. No one understands the imperfections of American politics and society as much as **Norma Baker-Flying Horse**.

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Ironically, she has found a way for the Native American voice to be heard through the very ideals that were stolen from her people over a century ago:

## *Fashion*



Most notable are the silk ribbons for ribbon work applique that were popular among Europeans during the late 18<sup>th</sup> century. However, by the time that immigration to the US was in full swing, the fad had begun to die out.

Not so with the Native Americans. They found ribbons to be productive this form of design very attractive. Many Northern tribes created a new applique decoration and design, never seen

before, and they kept it close to their heritage.

Baker is the owner of *Red Berry Woman*, a fashion designing business at Mandaree on the Fort Berthold Reservation in western North Dakota. Her fashion statements are well noted at powwows and prestigious events throughout Indian Country.

Taught the trade of sewing by her mother and the art of beading by her grandmother, Norma has actively been designing and sewing amazing outfits since she was 15 years old. Today, she is known throughout the country and beyond for building and branding her own style of applique within her original designs.

The level of perfection in the designs at *Red Berry Woman* caught the attention of **Ashley Callingbull**, an actress, model and face for the *Hillberg & Berk* jewelry line in Canada. One of Norma's creations was worn as Ashley proudly accepted the *Miss Universe* title in 2015.

Other achievements include a gown worn by activist **Alice Brown** on the 2018 Oscar stage. What a historical day this was as it earned Norma the title of being the *First Contemporary Native American Fashion Designer* to have a gown worn on the Oscar televised event.

Norma Baker-Flying Horse is first and foremost a proud member of the Hidatsa, Dakota Sioux and



Assiniboine Tribes. She is delighted at the amount of publicity that has been stirred up for her designs and her people.

*“I want to take my art to the world, so everyone can enjoy. Each piece is exclusive, and that is valuable to me. I want to keep my items that way. I want my work to be incorporated to every day wear, but still maintain my touch of my heritage.”*

