Corner Brook teen shows Indigenous pride through new clothing line

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Mi'kmaq teenager in Corner Brook starts his own clothing line to express Indigenous pride

The slogan for a new clothing line based in Corner Brook isn't just a few catchy words.

Mi'kmaq teenager Zack Gillam says "Show who you really are" reflects his overall philosophy when he created the company, Indigenous Designs.

"Just to show I'm proud of who I am. I'm proud to be Indigenous," Gillam told the Corner Brook Morning Show.

Gillam started the clothing line of hoodies, T-shirts and hats over the past eight months, after he attended an Indigenous business conference last fall at Cape Breton University.

He got a graphic designer to digitize the image, and he began to take orders for clothing. “The fact that I'm making Indigenous clothing that's hoodies, T-shirts, hats, just casual wear, it really grabs people's attention, because that is the trend nowadays," said Gillam.