

Jennifer Powless, Rio Rancho, New Mexico

Oneida/Diné (Navajo) Nation

Contemporary & traditional American Indian clothing



Shinymoon Creations is keeping cultural heritage alive by creating wearable masterpieces. The designer/seamstress, Jennifer Powless, has been creating masterpieces for the past 30 plus years from pow wow dance regalia/traditional ceremonial clothing to contemporary clothing.

The Shinymoon name derives from Jennifer's Oneida Nation of Wisconsin upbringing where she was given that name. As a brand, Shinymoon Creations strives to bridge the gap of tradition and contemporary by keeping the Indigenous culture alive through its many designs across the country into contemporary fashion that both men and women can wear with confidence and pride.

The designs and colors are representative of the pow wow world where Jennifer grew up as a fancy dancer alongside her late father, who was a Men's Fancy Dancer. The geometrics designs are also meaningful as they remind her of her Diné maternal grandmother weaving Two Grey Hill rugs at the foot of the Chuska mountains in Toadalena, NM. The floral/woodland designs represent the Haudenosaunee side (people of the longhouse) also known as the Iroquois confederacy. Jennifer is an enrolled member of the People of Standing Stone (Onyota'a:ka) also known as Oneida.

