

Penny Singer, Farmington, New Mexico

*Diné (Navajo) Nation
Fashion Designer*



“Magic happens every day in my studio!” says Dine fashion designer Penny Singer, who hails from Farmington, New Mexico. Inspired by her mother’s teaching, Penny was quick to grasp the fundamentals of the sewing machine at just age seven. Though fashion was not on Penny’s mind, it was Home Economics classes in junior high school in Kirtland, New Mexico that taught her about pattern-making and gave her the additional

sewing skills that would eventually help determine her future path designing the Penny Singer Collection – a line of “wearable art” made from colorful textiles – that includes unique handmade scarves, vests, jackets, ribbon shirts and more recently handbags.

A single mother, Penny balances a life of show travel with constant studio work and being her own manager. She is a top exhibitor and consistent award-winner at prestigious shows such as the Heard Museum Indian Fair and Market in Phoenix, as well as the SWAIA Indian Market in Santa Fe, and the Eiteljorg Museum Indian Market and Festival in Indianapolis. Her clothing was included in the Wheelwright Museum’s Fashion Couture Show in 2006 and fashion shows in Albuquerque and Santa Fe, which has fuel increased demand for her work.

Penny’s Native pride comes out in the fact that all of the garments in her collection incorporate animal and bold Native motifs in their designs. She is equally proud that she is “keepin’ it real” by creating a line of truly wearable art – a fusion of traditional Native elements and contemporary style. Her designs cross cultural boundaries and come fully fashion forward appealing to all who appreciate fine handmade garments and accessories. For more information visit www.pennysinger.com.

