



Supernaturals Modelling Inc.

News Release

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‘First of its kind’: Indigenous Modelling Agency launches in Vancouver, Unceded Coast Salish Territory

Vancouver, BC – A new modelling agency is breaking ground on Turtle Island as founders Joleen Mitton and Patrick Shannon launch Supernaturals, a local, culturally focused Indigenous modelling agency that is addressing the issues of representation, mental health awareness, and poor cultural sensitivity in the modelling world.

Founded on the traditional, ancestral, and unceded homelands of the Musqueam, Squamish, and Tsleil-Waututh Nations, Supernaturals is a boutique modelling agency that focuses on uplifting and supporting talent from an Indigenous worldview that prioritizes people, and culture over profit. They provide clients the opportunity to be a part of healthy reconciliation within the media, fashion, and modelling industries.

“Indigenous people are in high demand right now, and we want to be at the forefront of this new wave of cultural awareness supporting our own people in an industry that has traditionally been very difficult to thrive in” explains Shannon, a member of the Haida nation and the founder of InnoNative, an Indigenous B.C. based film production company.

“Our mission at Supernaturals is to celebrate and make visible Indigenous peoples at a high level in media arts, culture, community, land-based wisdom, and the global market,” Joleen Mitton says. Mitton is a veteran Cree model and the founder of Vancouver Indigenous Fashion Week. She brings decades of modelling experience and her expertise in working with at-risk Indigenous youth to the foundations of Supernaturals.

Supernaturals’ goals extend beyond modelling opportunities. They aim to uplift communities and emerging Indigenous talent through skills development, employment, and healing. While facilitating Indigenous-Ally relationships through collaboration, education, and healthy representation at the highest level.

Supernaturals feature models from a variety of nations including Cree, Dene, Sechelt, Salish, Squamish, Métis, and more.

“The best part about working with Supernaturals is that I’m working with my people and I’m represented by my people. We are a stronger community, we are a family.” Talaysay Campo, one of the Supernaturals models explains.

“I’m looking forward to showing the world my culture and where I come from because not a lot of Indigenous models are represented in the media and that needs to change.”

Supernaturals believes that representation matters, but good representation matters more. Their models have already worked with brands including Roots Canada, and Vancouver Indigenous Fashion Week. They are focused on clients that are helping shift the perception and narrative of Indigenous people in media. Supernaturals have launched with a roster of 8 models and are opening applications to expand throughout the year.

For bookings and more information, you can visit www.supernaturalsmodelling.com or on Instagram [@supernaturals.modelling](https://www.instagram.com/supernaturals.modelling).

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