

AYA Optical Showcases Sneak Peek of Jim Yellowhawk's *Wind Warriors* Motorcycle Collection at Vision Expo West

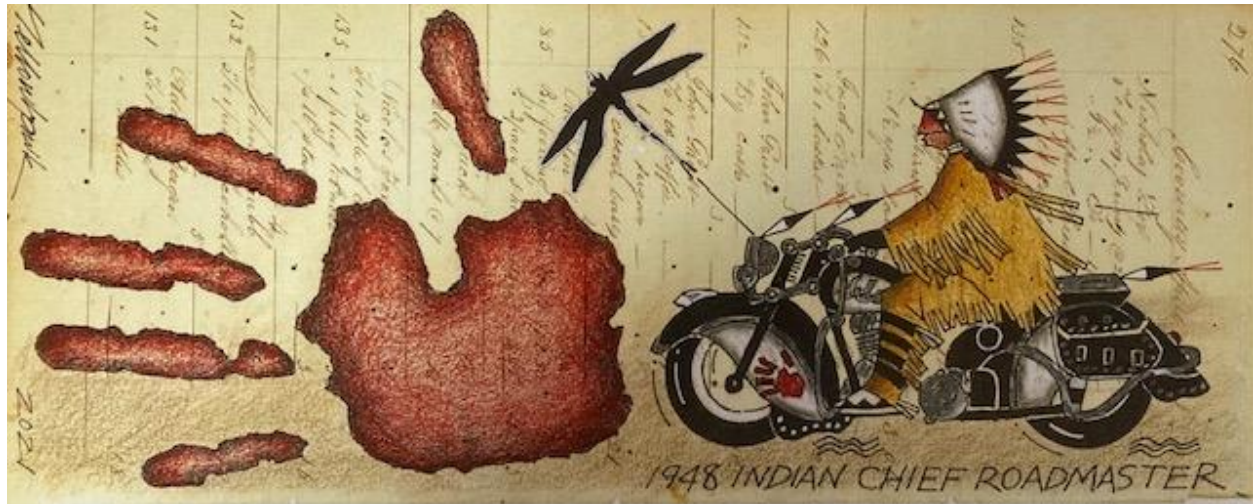
For Release: Sept 10th, 2025, Vancouver, BC. [AYA Optical](#) is excited to unveil its newest collaboration at Vision Expo West: the Jim Yellowhawk Motorcycle Collection, featuring the striking **Wind Warriors** series.



Motorcycle artwork

Jim Yellowhawk, a celebrated Lakota artist from the Cheyenne River Reservation in South Dakota, is internationally known for blending traditional Plains ledger art with modern themes. In *Wind Warriors*, he

captures the power and freedom of iconic Indian Motorcycles, reimagined through his distinctive Indigenous lens. Sometimes referring to his motorcycle as his “Iron Horse,” Yellowhawk sees it as a modern extension of the warrior spirit—an enduring symbol of strength, movement, and independence.



Yellowhawk’s work reflects a deep respect for heritage while embracing contemporary expression. His art embodies messages of healing, peace, and resilience—bridging the old and new in powerful, symbolic ways.

AYA Optical’s new collection translates this vision into eyewear that honors Native traditions while celebrating the spirit of independence embodied by the motorcycle.

Visit AYA Optical at Vision Expo West P20051 for an exclusive first look at this dynamic collaboration.

About Jim Yellowhawk

Jim Yellowhawk comes from a family of artists from the Itazipco Band of the Cheyenne River Sioux Tribe. He has been immersed in the art of his ancestors since his youth. A master of ledger art, collage, and modern mediums like neon light, and even dance, Jim’s art is a vivid celebration of culture, resilience, and storytelling. His work is rich with symbolism, featuring motifs like the eagle and buffalo, which reflect the circle of life and unity in Lakota culture. Jim’s work is deeply rooted in the tradition of Plains Indian ledger art, a narrative form that thrived from the 1860s to the 1920s

and experienced a revival in the 1960s. Named for the ledger books that Plains Indians repurposed for canvases, ledger art tells stories and expresses cultural identity through drawings and paintings on cloth or paper.

The artwork of Jim Yellowhawk can be found in some of the most interesting corners of the world, including galleries and private collections worldwide. A blanket design of his was featured last year online in Italian Photo Vogue, and his art now will be made available on five striking AYA optical frames.



Jim Yellowhawk

“At AYA, we’re always excited to explore new niches in the eyewear industry, and motorcycles paired with Indigenous art is definitely a new and inspiring direction. We listen closely to both our artists and our customers, and we’re not afraid to push the boundaries of where eyewear design can go. This collaboration with Jim Yellowhawk feels

fresh and full of possibility, and it will be fascinating to see where this journey takes us.”

— Carla D’Angelo, AYA Founder

About AYA Optical

AYA Optical was founded in 2009 with a vision to create eyewear that would be a canvas to tell stories from around the world and feature original artwork created by renowned First Nations artists, such as Corrine Hunt, Donald Chretien, Phil Gray and Kathy Marianito. While the relationship with those artists continues to flourish, AYA has many other new collaborations simultaneously in progress.

AYA Optical successfully blends for-profit entrepreneurship with philanthropy. The brand has always invested back into indigenous communities and has contributed over \$300,000 to initiatives such as helping at-risk kids in Northern communities start their day with a healthy breakfast, scholarship programs for indigenous women and eyewear donations to elders and communities in need. The brand is known for its great styling, focus on details, quality craftsmanship, and philanthropic efforts.

AYA Optical has built a reputation for producing exceptional eyewear crafted from high-quality acetates and metals. This woman-led eyewear brand continues to push boundaries with creative eyewear design, and this series is the first of its kind integrating ledger art, as it pairs Jim’s extraordinary artwork with handmade acetates inspired by buffalo horn materials, creating eyewear that is both beautiful and deeply meaningful.

Follow along on our eyewear journey at @ayaoptical and for more information on the Jim Yellowhawk/AYA Optical launch or to interview Carla D’Angelo please contact Carla at carla@claudiaalan.com or call 604 836-1967.

Visit us at Vision Expo West Booth – P20051