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**SEATTLE-BASED NATIVE COMPANY, EIGHTH GENERATION,  
APPEARS ON COVER OF *BRITISH VOGUE* FOR HOLLYWOOD  
BLOCKBUSTER “KILLERS OF THE FLOWER MOON”**

*Coast Salish Pattern Wool Blanket by Nooksack Artist Louie Gong Crosses the Pond and Crosses  
Cultures in Stunning Photo Series*

**[SEATTLE, WASHINGTON, September 19, 2023]** — Eighth Generation, a ground-breaking, Seattle-based, Native-owned home goods brand, has their Coast Salish Pattern Wool Blanket featured on the cover of British Vogue’s October issue. The cover story is for *Killers of the Flower Moon*, the Hollywood blockbuster starring Lily Gladstone (Blackfeet) and Leonardo DiCaprio, and shares interviews with the stars and photos of them wearing accessories by Native designers. The issue hits stands in Europe on September 26 and will be available in the US in October.

“The latest British Vogue cover is a celebration of Native excellence and beauty,” says Colleen Echohawk (Pawnee, Athabaskan), CEO of Eighth Generation. “Eighth Generation is itself a celebration of Native excellence and beauty, so our inclusion on the cover is so natural. We are honored to be modeled by Lily Gladstone, who is such a powerhouse actress and force in the Native community, and thrilled to be featured alongside so many other incredible Native designers, artists, and brands in this issue.”

The Coast Salish Pattern Wool Blanket, which appears on British Vogue’s cover, is designed by Nooksack artist and Eighth Generation founder Louie Gong. “The Coast Salish Pattern Wool Blanket embodies the Eighth Generation spirit,” said Gong. “It was part of the first run of wool blankets Eighth Generation created, it’s deeply representative of me and where I’m from, and it’s transformative because at the time, all of the work on the market was either fake Native inspired art, or only represented stereotypes of Native people.”

“A big part of the work we do at Eighth Generation is educating the public that yes, they can buy from us,” said Echohawk. “Native American art and design is real American art and design, and it belongs in every home in America. If you want to honor the place you live in, represent the land you live on, then bring Native American art into your home. Have an authentically Native-designed blanket on your couch or bed, hang art by a First Nations artist on your wall, drink your morning coffee from a mug designed by

an Indigenous artist. Those are all real ways you can support Native artists, Native businesses, and Native communities.”

Several more of Eighth Generation’s products appear in photos with DiCaprio and Gladstone as part of the cover story, including their Butterfly Dreams Throw Blanket by John Isaiah Pepion (Piikani/Blackfeet), and alongside fashion and accessories by Eighth Generation artists and collaborators including Jamie Okuma (Luiseño and Shoshone-Bannock), Pat Pruitt (Laguna, Chiricahua Apache), and Sarah Agaton Howes (Anishinaabe/Ojibwe).

The Coast Salish Pattern Wool Blanket was designed by Gong after extensively researching traditional Coast Salish weaving patterns and techniques. Before Gong was creating art on a commercial scale, Coast Salish art was rarely represented in contemporary textiles; the Coast Salish Pattern Wool Blanket is one of the best examples of Coast Salish art available to a wide range of consumers.

“If you’re from Seattle or the Pacific Northwest, what better way to have a real sense of place in your home than to have art by someone whose people have been here since time immemorial?” says Echohawk. “The Coast Salish people have lived, hunted, and fished in the area we call Seattle since time out of mind. So there’s nothing more authentic to this place than something like our Coast Salish Pattern Wool Blanket as a souvenir for folks visiting Seattle, or as a piece of hometown pride for anyone who lives here.”

“Long before I was Eighth Generation’s CEO, I was an Eighth Generation fan,” said Echohawk. “I’ve lived in Seattle for over twenty years. This is where my kids were born. This is the city I love and call home. The Coast Salish Pattern Wool Blanket was the very first Eighth Generation blanket I bought for myself because this place and this blanket’s story is that important to me.”

More information on Eighth Generation can be found here: <https://eighthgeneration.com/pages/about-us>

British Vogue’s cover story with Lily Gladstone and Leonardo DiCaprio can be found here: <https://www.vogue.co.uk/article/leonardo-dicaprio-lily-gladstone-british-vogue-october-2023>

Photos of the Eighth Generation’s products, including the Coast Salish Pattern Wool Blanket can be found here: <https://www.dropbox.com/scl/fo/hz35nqipjlucoobafoeza/h?dl=0&rlkey=pzc4nn0ieyld2kwhzhqwzmfpy>

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Eighth Generation is a Seattle-based art and lifestyle brand owned by the Snoqualmie Tribe. Founded in 2008 when Louie Gong (Nooksack)—an artist, activist, and educator widely known for merging traditional Coast Salish art with influences from his urban environment to make strong statements about identity—started customizing shoes in his living room, Eighth Generation is now a thriving small business with customers across the globe. As the first Native-owned company to ever produce wool blankets—and with a flagship retail store in Seattle’s iconic Pike Place Market—Eighth Generation is a proud participant in the global economy.

Eighth Generation provides a strong, ethical alternative to “Native-inspired” art and products through its artist-centric approach and 100% Native designed products. Our Inspired Natives® Project, anchored by the tagline Inspired Natives®, not “Native-inspired,” builds business capacity among cultural artists while addressing the economic impact of cultural appropriation.

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