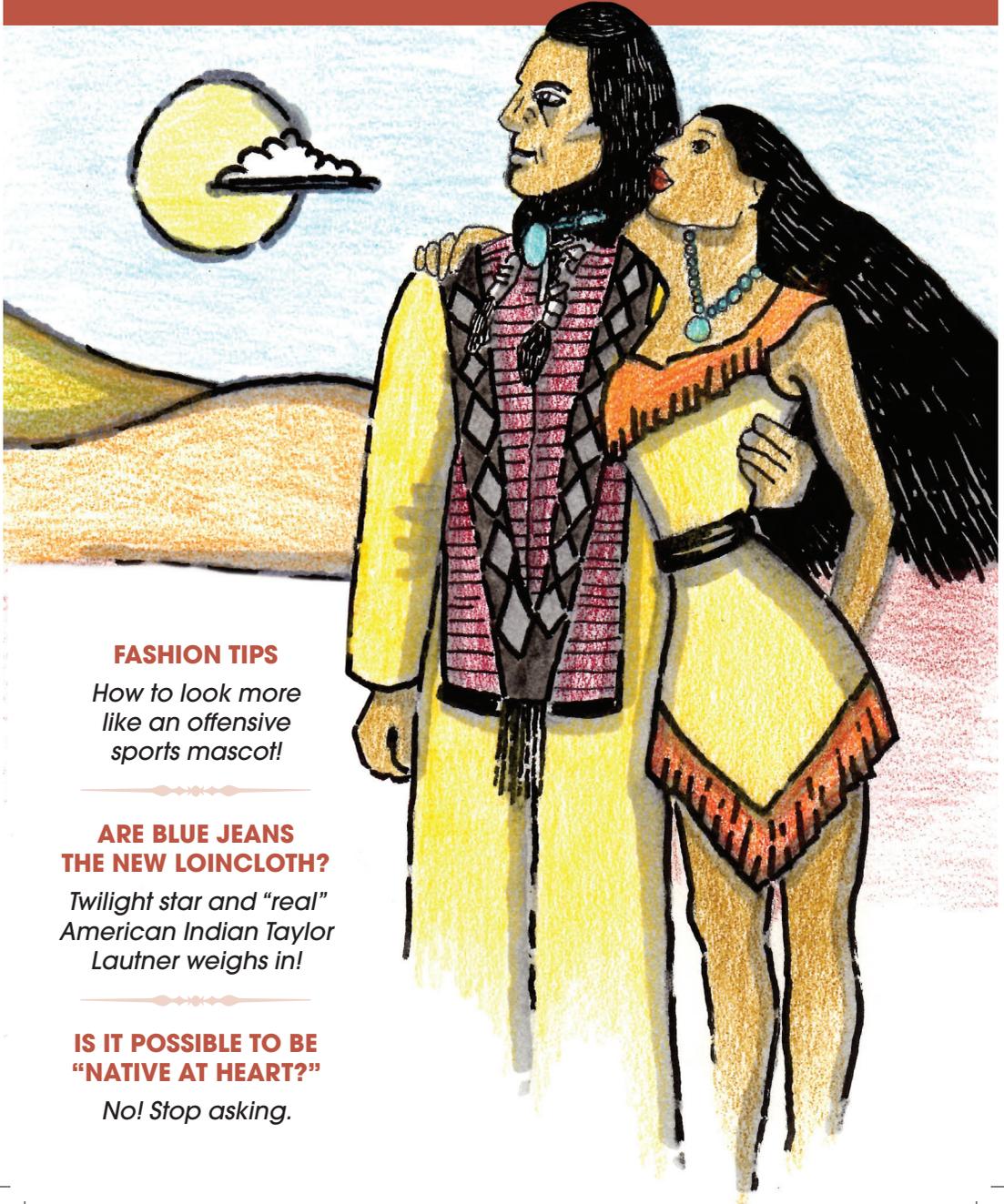


THE AMERICAN INDIAN

# READY TO WEAR CATALOG 2018



## FASHION TIPS

*How to look more like an offensive sports mascot!*

## ARE BLUE JEANS THE NEW LOINCLOTH?

*Twilight star and "real" American Indian Taylor Lautner weighs in!*

## IS IT POSSIBLE TO BE "NATIVE AT HEART?"

*No! Stop asking.*



## The Iron Eyes Cody

*Keep America (And Your Body) Beautiful!*

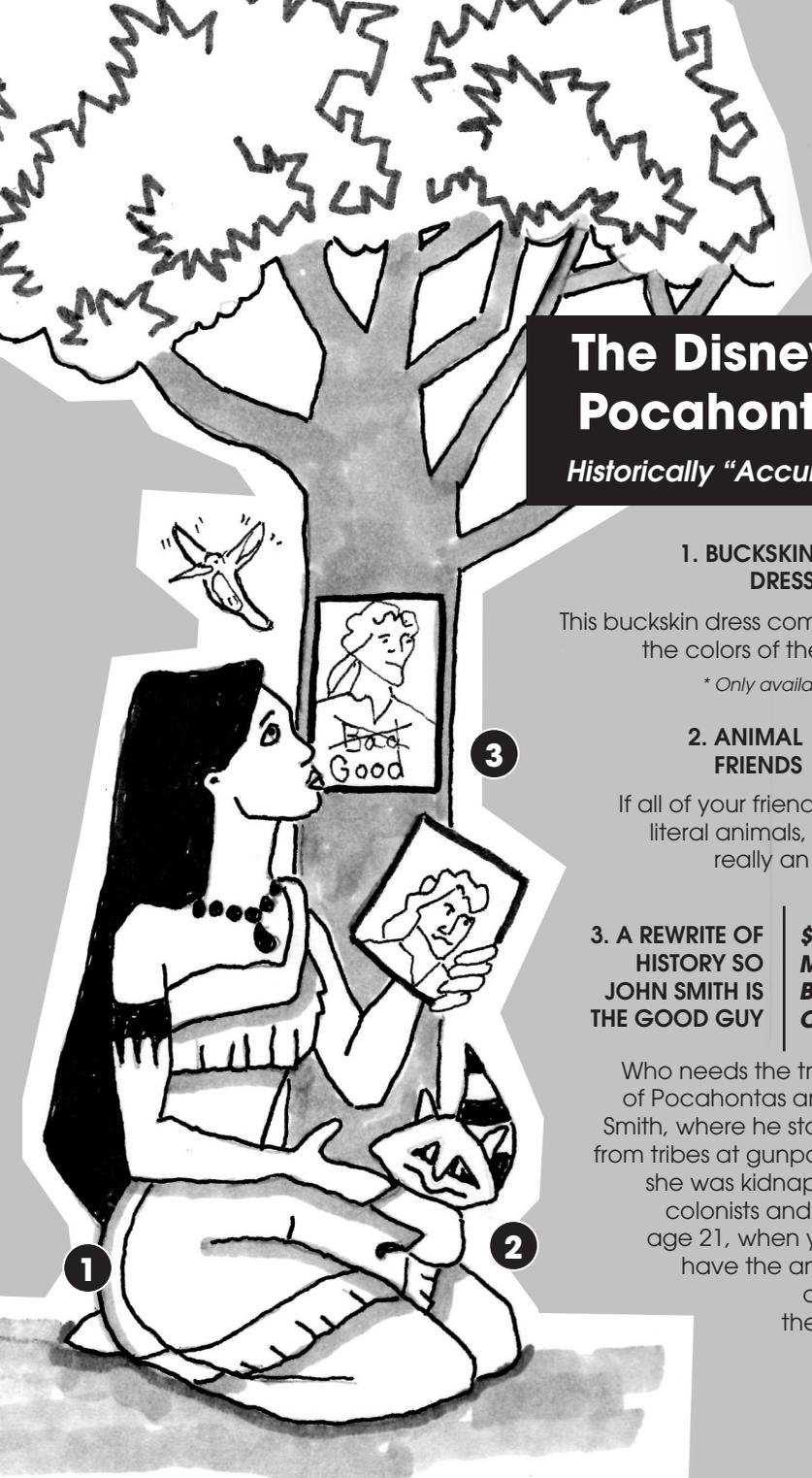
### 1. EAGLE FEATHER | \$5

To white people, a feather in your hair is like a flashing sign that says, "Yup, that person is an American Indian."

### 2. TEARS FOR THE ENVIRONMENT | FREE

Iron Eyes Cody cried tears for the environment in those old PSAs, and he had people thinking he was an American Indian for decades. (He was Italian!)

Written by Joey Clift, member of the Cowlitz Indian Tribe  
Illustrations by Janet Myer, member of the Cowlitz Indian Tribe  
Editors: Amanda Meadows, Geoffrey Golden  
Design: Steve Steiner  
[www.joeyclift.com](http://www.joeyclift.com)



## The Disney's Pocahontas

Historically "Accurate"

### 1. BUCKSKIN DRESS | \$50

This buckskin dress comes in all the colors of the wind.\*

*\* Only available in tan.*

### 2. ANIMAL FRIENDS | \$500

If all of your friends aren't literal animals, are you really an Indian?

### 3. A REWRITE OF HISTORY SO JOHN SMITH IS THE GOOD GUY | \$346.1 MILLION BOX OFFICE

Who needs the true story of Pocahontas and John Smith, where he stole food from tribes at gunpoint and she was kidnapped by colonists and died at age 21, when you can have the animated one with the talking tree?

# The Taylor Lautner

*Twilight Fashion*

## 1. BLUE JEANS | \$45

Updated for the new millennium! This is one of the few Native looks that lets you wear something from this century.

2.  
CONVENIENTLY  
"DISCOVER"  
YOUR  
NATIVE  
HERITAGE  
FOR CAREER  
PURPOSES

5  
PICTURE  
DEAL

A great look for non-Native actors who want those rare American Indian roles in television and film but don't want to go through all the trouble of being born Native.

*"I have some Native American in my distant background."*

- Taylor Lautner

*"I think you made that up."*

- Not A Single Person!

*"I'm not that busy lately."*

- Adam Beach





1



2



3

# The Native Sports Mascot

*If It Were Any Other Race, This Would Not Be Okay!*

1. BRIGHT RED SKIN

3 CANS OF RED PAINT

Looking like both a racist caricature and a burn victim is a small price to pay for acceptance from drunk, sports-loving white people.

2. RACIAL SLURS

1 WASHINGTON, D.C. FOOTBALL TICKET

If you really want white people to think you're part of the "tribe," accompany them to a Washington D.C. football game and let those American Indian slurs fly. It's like a KKK rally, but still socially acceptable for some reason!

3. SHITTY MERCHANDISE

WAY TOO EXPENSIVE

The best way to honor your ancestors is with a \$10 Chief Wahoo toothbrush.



## The Land O'Lakes Butter Maiden

*After Pocahontas, She's Your Only Option For A Strong Female Role Model*

### 1. ABENAKI HEADBANDS | \$40

According to Land O'Lakes, the maiden is based on fictional characters\* from the Ojibwe tribe of Wisconsin, but she is wearing a headband from the Abenaki tribe of Maine. It's like they didn't research this at all!

*\*The butter maiden is based on two Ojibwe characters from Henry Wadsworth Longfellow's poem The Song of Hiawatha. Though the maiden is based on characters that are Ojibwe, was drawn by an Ojibwe artist and has Ojibwe markings on her outfit, Land O'Lakes says she has no tribal affiliation. When I called them to confirm this, they responded by sending me a pamphlet about how they treat the butter maiden with great respect and reverence as well as a book of coupons for butter.*

### 2. BUTTER | \$3.48

Impress your non-Native friends with a spread of authentic Ojibwe butter! That's a thing, right?\*

*\*It isn't.*

### JOY DERIVED FROM GIVING YOUR FOOD TO WHITE PEOPLE | PRICELESS

Remember the first Thanksgiving? White people sure do!

# The Daniel Snyder

*Look Like The Racist Owner  
Of A Sports Team, Today!*

## 1. BE DANIEL SNYDER | \$2.2 BILLION

According to sports fans, the one person that knows the most about Native culture is Washington R\*\*\*\*\* owner Daniel Snyder. He makes billions of dollars off of a Native-themed sports team, so he must be Native\*, right?

*\*Only if your definition of Native includes rich white guys, which it really, really shouldn't.*



**ADDED  
BONUS**

**COOL  
EXCUSES**

If you purchase the Daniel Snyder collection, you have the added bonus of being able to tell Indians that you're actually honoring their heritage by having a team named after an overt racial slur.  
Wow!

# The Retired New Ager (Female)

*For The... Ugh...  
"Native At Heart"*

## 1. SMUDGING KIT | \$20

Smudging is a ritual with deep significance, but do you really need to smudge your new iPhone case?

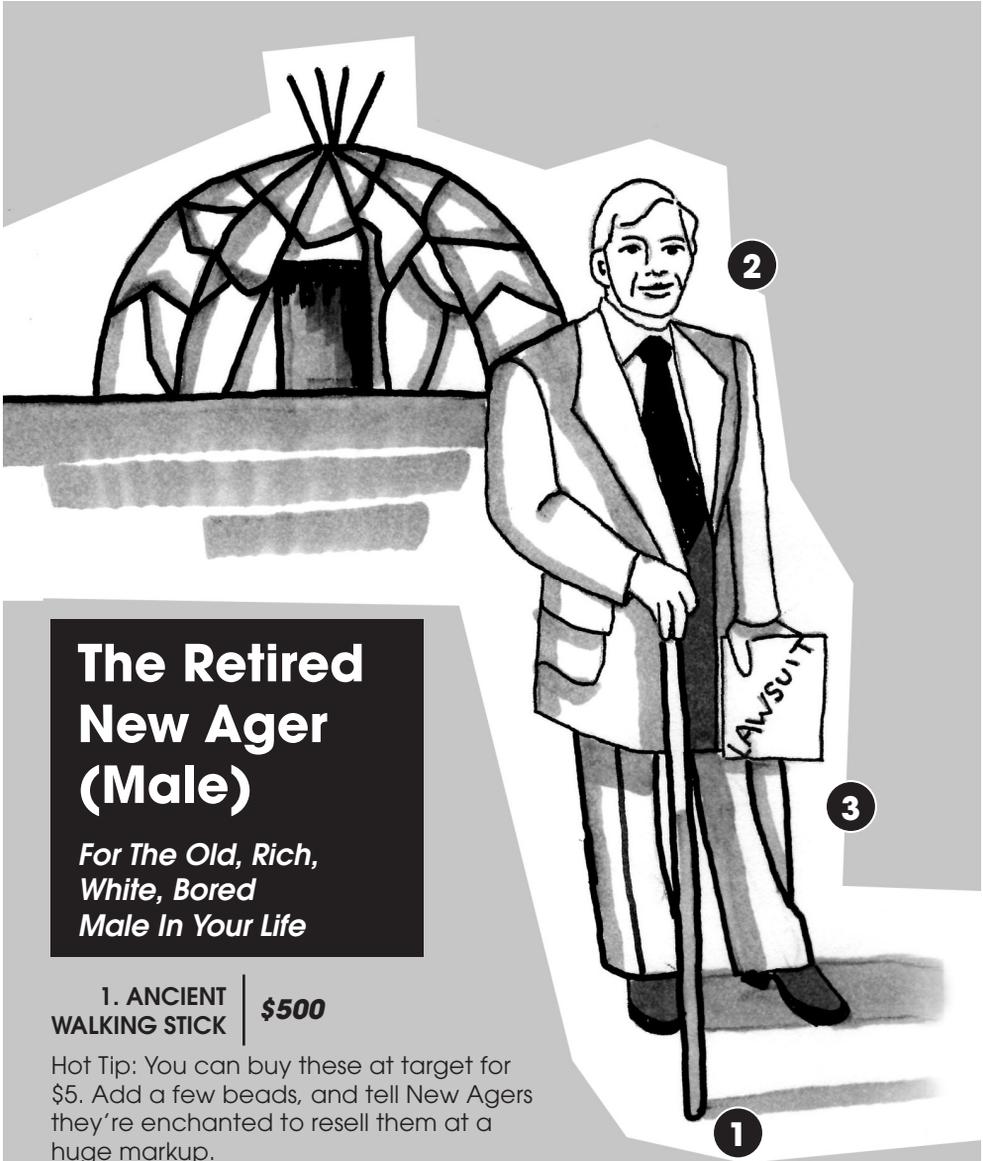
## 2. "NATIVE AT HEART" BUMPER STICKER | \$5

A great way to tell people that you're not American Indian, by blood, but you did get 3 out of 5 on a "How Native Are You?" BuzzFeed quiz.

## 3. NODAPL DONATION | \$50

For authenticity, deliver this donation to the Standing Rock Sioux in person and get REALLY offended when they don't immediately build you a monument.





## The Retired New Ager (Male)

*For The Old, Rich,  
White, Bored  
Male In Your Life*

**1. ANCIENT  
WALKING STICK** | **\$500**

Hot Tip: You can buy these at target for \$5. Add a few beads, and tell New Agers they're enchanted to resell them at a huge markup.

**2. FORCED STOICISM** | **WTF?**

To pull off this New Ager look, carry yourself like the stoic Native you desperately want to be - until actual Natives refuse to give you a naming ceremony. Then, get PISSED.

**3. SWEAT LODGE  
DEATH LAWSUIT** | **\$1,000,0000**

Want to be a real New Ager? Try running your own sweat lodge! When a bunch of people die in your sweat lodge because you don't know what you're doing, it just gives you more credibility! This happens ALL THE TIME!



## The Urban Indian

*Behold, A Native In The 21st Century – We Exist!*

### 1. CLOTHES | \$200

With the Urban Indian look, you can wear normal pants! I'd say, "See you in hell, loincloths," but many tribes don't believe in hell!

### 2. A JOB | 401K + BENEFITS

Do you like having a job? The Urban Indian look goes great with any career choice!\*

*\* Except playing the role of a Native American in film. Let's save that for the whites!*

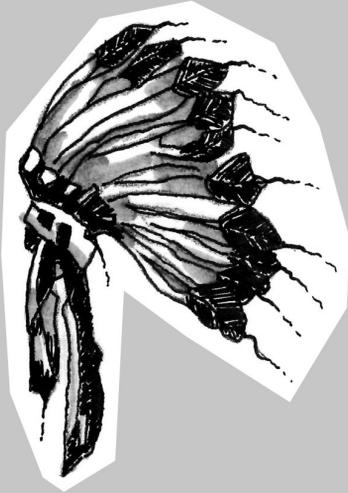
### 3. NO MAGIC POWERS | :(

Unfortunately, while this look grants you involvement in Native culture, your regular shirt and job will hinder any magic powers white people assume you have. Sorry!

*Warning: If you choose the Urban Indian look, expect to hear, "Wait, you're an Indian? I had no idea!" so, so, so, so, so often.*

# ON SALE

*Your Last Chance On These Great Discontinued Products!*



**FEATHERED  
HEADDRESS**

**\$50 AT COACHELLA**

Feathered headdresses have been discontinued from the American Indian Ready to Wear Catalog. You can find them in the White, Upper Middle Class, Festival-Going Hipster 2018 Catalog, under "Basic."

**PRESIDENT  
ANDREW JACKSON** | **FUCK  
THAT GUY**

Only 200 years later, people finally understand that the president who signed the Indian Removal Act into law kind of sucked!



**TREATIES**

**WORTHLESS**

Treaties between tribes and the U.S. government are legally binding, but if DAPL and many other examples are any indication, honoring them is passé. Good thing you know a Retired New Ager who is also a lawyer!





**The American Indian  
Ready to Wear Catalog** has all  
the fashion tips you need to be the  
only type of American Indian that  
white society will allow you to be:  
a racist caricature.



**\$5**