

Anne Mulaire

Sustainable Fashion with Métis Roots



[Anne Mulaire](#) is an award-winning fashion brand established by Red River Métis designer Andr anne (Anne) Mulaire Dandeneau. The women-led company is revolutionizing the fashion world with a dynamic approach to sustainability guided by Indigenous teachings. The NIEDB visited the Anne Mulaire boutique in 2023 to meet with Andr anne and learn about the brand's dedication to ethical manufacturing and inclusivity.

Background

Andr anne is Red River M tis whose ancestors fought in the Battle of Seven Oaks and were part of Louis Riel's Provisional Government. Growing up in St. Boniface, Manitoba, Andr anne was taught to embrace her M tis heritage and to honour the earth.

Andr anne started the Anne Mulaire brand 20 years ago, after pivoting from a career as a contemporary dancer to returning to school to pursue her passion for fashion design. In a world where fast fashion is having a huge environmental impact, Andr anne built a brand that prioritizes sustainability and ethical practices that are kind to the environment. In every aspect of its operations, the Anne Mulaire brand reflects the values and teachings that have guided Andr anne throughout her life. The entire production process, from milling to cutting to sewing, takes place in Winnipeg, Manitoba, without any offshoring or outsourcing.



A signature element of the Anne Mulaire brand is the nature-inspired prints designed by Andr anne's father, M tis elder David Albert from Penetanguishene, Treaty 61. Every print tells the story of Indigenous people from across Canada, connecting the brand back to its M tis roots. Anne Mulaire styles range from business apparel to vacation staples and come in a wide range of sizes from XXS to 6X, making the brand accessible to everyone, regardless of body type.

Challenges

For creative Indigenous entrepreneurs like Andr anne, preserving cultural values and traditions while navigating mainstream business practices can be difficult to balance. When Andr anne started Anne Mulaire 20 years ago, she struggled to sell styles that featured the brand's now well-known Indigenous prints. As conversations around truth and reconciliation in Canada became more commonplace, Andr anne saw attitudes shift and more people began to proudly wear her designs.

The fashion industry has long been criticized for its environmental impact, from resource-intensive production processes to massive waste generation. Anne Mulaire's commitment to sustainable and ethical manufacturing practices is good for the environment but can be expensive to achieve. As a result, it can be difficult to keep profit margins high, especially when navigating major economic shifts, such as the COVID-19 pandemic and the rising inflation rate.

Like many entrepreneurs, Andréanne has had to find creative and innovative solutions to overcome these challenges and build a brand that remains true to her core values.

Solutions

When making decisions about her business, Andréanne turns to Elders around her for guidance in considering the long-term impacts of her choices, both on the company and on the environment. In building Anne Mulaire, Andréanne learned to adapt and pivot in the face of change. She believes strongly in listening to your gut and believing in your product to guide important decisions. She learned the importance of doing your due diligence and making educated decisions in all aspects of an entrepreneurial venture.



Government grants have been key to ensuring that the business can navigate economic shifts and find balance between sustainability and profits. Grants from Louis Riel Capital Corp and Western Economic Diversification Canada helped Andréanne hire more staff and expand to new markets.

Remaining true to her vision that fashion can be sustainable and hyper-local, Andréanne transformed the brand into a zero-waste circular ecosystem. By meticulously analyzing every step of the production process, they found ways to repurpose and recycle materials that would otherwise end up in landfills. The company also transitioned to using compostable and recyclable materials for packaging and adopted an on-demand production model to reduce textile waste and carbon emissions, further reducing their environmental footprint.

Empowering local artisans and supporting Indigenous communities remains at the heart of Anne Mulaire's mission. The company created over 50 fair-wage jobs, promoting economic sustainability and preserving traditional craftsmanship.

Results

Anne Mulaire's commitment to innovative energy-efficient practices has led to a 30% reduction in the company's carbon footprint. This includes using renewable energy sources in company facilities and optimizing logistics to minimize transportation emissions. The company's on-demand production model cut textile waste by 15,000 pounds and reduced carbon emissions to the equivalent of 143,221 kilometers of driving.

In 2024, Anne Mulaire received the Sustainable Business Award by the Red River Métis Excellence Awards. The fashion line was also nominated for the 2024 Sustainability Award by the Canadian Arts and Fashion Awards and was a Clean50 winner in 2025.

Anne Mulaire is the first Indigenous-Owned Apparel Manufacturer in Canada to be recognized with B Corp certification. Businesses that are a part of the Canadian B Corp Directory share common values and operate with integrity, transparency, and compassion towards workers, the community, and the environment.

Sustainable business development requires government commitment and incentives. Businesses recognized with a B Corp Certification need to invest resources and time to retain this certification from year to year. As such, the barriers faced by Indigenous businesses may prevent them from receiving B Corp Certification. Tax breaks for B Corp businesses would incentive and enable companies across Canada to put resources and energy into sustainable and ethical business practices and be recognized for these commitments. Anne



Mulaire's story also illustrates the impact of government grants. To empower Indigenous entrepreneurs, governments must actively invest in their businesses.

Andréanne's story is a testament to the power of Indigenous entrepreneurs in overcoming challenges and achieving success. Despite the unique barriers faced by Indigenous business, companies like Anne Mulaire continue to demonstrate resilience and innovation, contributing significantly to a sustainable Canadian economy and paving the way for future generations.

Andréanne hopes that other Indigenous entrepreneurs will learn from her experience while remembering their values and remaining close to their community.



"Take care of Mother Earth first, then take care of your people."

Andréanne Mulaire Dandeneau, CEO/Designer Anne Mulaire