

Award-Winning Canadian Designer George Sully Announces Forthcoming Memoir *Designing in the Dark*

From public housing to the heights of Canadian fashion, Sully’s powerful new book reveals the story behind the brands, the barriers, the breakthroughs, and the hard-earned lessons that shaped one of Canada’s most recognized design voices.

Toronto, ON, [Insert Date] – Award-winning Canadian designer, entrepreneur, cultural advocate, and founder of Black Designers of Canada, George Sully, is proud to announce the forthcoming release of his memoir, *Designing in the Dark: A Memoir of Vision, Resilience, and Redefining Canadian Design*, published by ECW Press with distribution in the United States through Simon & Schuster.

More than a memoir, *Designing in the Dark* is a roadmap. It is a story of survival, vision, resilience, and self-made possibility, tracing Sully’s journey from growing up in public housing in Ottawa to building brands, breaking barriers, and becoming one of the most visible Canadian designers of his generation.

With honesty, vulnerability, and hard-earned wisdom, Sully pulls back the curtain on a career that has spanned fashion, footwear, publishing, interiors, cultural advocacy, and entrepreneurship. His story moves through the creation of brands and platforms such as Limb Apparel, TCHAD Magazine, Sully Wong, House of Hayla, Sully & Son Co., Black Designers of Canada, and BDC Magazine, while also exploring the deeper realities of building as a Black designer in an industry that often celebrates innovation only after it has been proven impossible to ignore.

“This book is not just about me,” says Sully. “It is about every person who had to create light in places where none was handed to them. It is about the lessons, the losses, the faith, the family, the business, the barriers, and the belief it takes to keep going when the room was not built for you.”

Sully’s career has placed him at the centre of some of Canada’s most meaningful design conversations. His work has appeared in major retailers including Harry Rosen, Holt Renfrew, Hudson’s Bay and Saks Fifth Avenue. His footwear has been inducted into the Bata Shoe Museum, and his designs have appeared in *Star Trek: Discovery* through the

now-recognized Starfleet boot. His impact has earned him national recognition, including the inaugural CAFA Changemaker Award, the FGI Visionary Award, an honorary degree in Brand Design from George Brown College, and a TD Canada Trust honourarium and mural.

But *Designing in the Dark* goes beyond the highlights.

The book offers a rare and deeply personal look at what it costs to build something meaningful when access, capital, representation, and recognition are not equally distributed. Sully reflects on the victories and the wounds, the quiet sacrifices behind public success, the realities of Canadian retail, the complexity of entrepreneurship, and the importance of legacy, not just for himself, but for the next generation of creatives coming behind him.

At its heart, *Designing in the Dark* is about learning how to see before the world sees you.

It is about turning rejection into strategy, invisibility into impact, and lived experience into knowledge that can be passed on. Through personal anecdotes, industry insight, and a candid examination of race, business, family, creativity, and purpose, Sully offers readers not only the story of how he built his path, but the wisdom he gathered while walking it.

“This is the book I wish I had when I started,” Sully adds. “Not because it gives every answer, but because it tells the truth. And sometimes the truth is the thing that gives someone permission to keep going.”

Designing in the Dark: A Memoir of Vision, Resilience, and Redefining Canadian Design is now available for pre-order through major retailers in Canada and the United States.

About George Sully

George Sully is an award-winning Canadian designer, entrepreneur, creative director, publisher, and cultural advocate. He is the founder of Black Designers of Canada, the country’s first comprehensive platform dedicated to amplifying Black Canadian design talent, and the founder, publisher, and editor-in-chief of BDC Magazine. His work spans footwear, fashion, publishing, interiors, and brand development, with products carried by major retailers including Harry Rosen, Holt Renfrew, Hudson’s Bay, Saks Fifth Avenue, and Simons. Sully’s career includes national honours such as the inaugural CAFA Changemaker Award, the FGI Visionary Award, an honorary degree in Brand Design from George Brown College, and induction into the Bata Shoe Museum.

About *Designing in the Dark*

Designing in the Dark: A Memoir of Vision, Resilience, and Redefining Canadian Design is a powerful memoir and knowledge-based reflection on design, entrepreneurship, identity,

resilience, and legacy. From public housing in Ottawa to the upper levels of Canadian fashion, George Sully shares the untold story behind his career, offering readers a candid look at the realities of building in an industry where access and recognition are often unevenly distributed. Published by ECW Press, with U.S. distribution through Simon & Schuster, the book is both a personal journey and a roadmap for creatives, entrepreneurs, students, and anyone learning how to build light from the dark.

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