

# NORDIC STYLE

M A G A Z I N E





NOX

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# EDITOR'S LETTER

Nordic style might not truly exist. People know what Scandinavian style looks like; it's clean, cool, minimalistic, and a little effortless. But that description cannot be superimposed upon Finnish and Icelandic fashions because they are more eccentric. So we wanted to include all the Nordic countries and show our readers what's going on in fashion and design.

Launching this endeavor has been a bit like a roller coaster ride. Yet getting to know all the great people working on the magazine has truly been a privilege. This first issue is just the beginning in our quest to make the creative scene in the Nordic countries more prominent and accessible for the global market.

This issue features an Icelandic fashion spread photographed by Kári Sverriss and a fashion spread done by the Swedish team Duo Blau. We did interviews with Anna-Karin Karlsson, a bright and rising star in the accessories world; Poul Madsen, CEO of Normann Copenhagen, a well-known design company; and Elínrós Líndal, CEO of ELLA, a fashion company from Iceland.

We sincerely hope that you will appreciate the magazine. And if you have any comments or suggestions for future issues, we would be happy to hear from you.

Love,  
Soffía Theódóra Tryggvadóttir  
Editor-in-Chief



Remember our website,  
[nordicstylemag.com](http://nordicstylemag.com)



With a bachelor's degree in psychology and mass communication and an MBA in business, Elínrós Líndal is running her company passionately, with the objective of bringing honesty and integrity into the world of fashion. Her company ELLA offers high quality products to educated, working women who seek elegant, well-tailored pieces in their wardrobe.

"I have always been passionate about fashion and spent hours and hours in my mother's wardrobe when I was young. She had elegant designs from Sonia Rykiel, Diorne Signer, Chanel and Christian Dior and I was instantly smitten with the soft fabric and wonderful cuts," says Elínrós, describing how eager she was to grow up and live the privileged life of an adult with a taste for quality.

**Why did you decide on establishing your company?**

In the 90s when fashion companies were made public and fast fashion was introduced to the market, the fashion industry changed and the products as well. The message was simple: we were supposed to shop for new things regularly and only wear them once.

I was yearning for the good old times, when women saved up for a year or two to buy a dress that they used for years and years and then gave it to their daughters.

It wasn't until I stumbled on the economic principles of Pareto that I suddenly found a shift in fashion that was interesting to me. The 80/20 rule says that 80% of the time you use 20% of your wardrobe, and you can actually apply this rule to everything in life. It was then when I decided to make ELLA - a slow fashion company that aims at creating the essentials for your wardrobe.

**But what does slow fashion mean?**

Slow fashion is when a fashion company produces all its goods in the company's economic zone, where it emphasizes on quality instead of quantity. It means having strong corporate social responsibility (CSR) and thinking about your society. ELLA's CSR strategy is E (Environmental), L (Lustings), L (Learning) and A (Achieving) - so you can see that our CSR strategy was developed before our name was decided.

Slow fashion also means treating our customers with respect. We invite them into our working area and tell them interesting stories about what we are doing and why. We historically take what is typically done in fashion, turn the rules on their head, and ask: "Is this clever?" If not, then what should we do?

**But how profitable is slow fashion and strong CSR?**

It's the only way to go for us, and one could say it's very profitable because it gives us a differentiation in the world of fashion that has thousands and thousands of brands waiting to be discovered.

**Who are your favorite designers?**

I admire the courage and the hard work that Coco Chanel showed in the 1920s when she

*"I have always been passionate about fashion and spent hours and hours in my mother's wardrobe when I was young."*

ELLA

# *My* WISHLIST



## *DYRBERG/KERN*

I love this gold watch from Dyrberg/Kern. It would go so well with mixed bracelets.



## *DESIGNERS REMIX*

Designer Remix high heel loafers with peep toe, they are edgy but also feminine.



## *GESTUZ*

Leather is what this season is all about and this A-cut pleated skirt would be a great addition to my wardrobe.



## *IKEA*

I love cozy candle lights in the winter time and those candles double the pleasure with a nice scent.



## *BY MALENE BIRGER*

Shirts and turtlenecks under a sweater are a must this winter so I would pair this beautiful white cleancut shirt with the Ostwald Helgason sweater.



## *SOPHIE BILLE BRAHE*

Since seeing these gold earrings they have been on top of my wishlist. They are so beautiful and luxurious.



## *OSTWALD HELGASON*

I attended the Ostwald Helgason fashion show for AW'12 and was amazed by the colors and how they styled the clothes. Their designs are very unique and distinctly recognizable. I love the colorblocks in this sweater.

# Inside °N Style Magazine



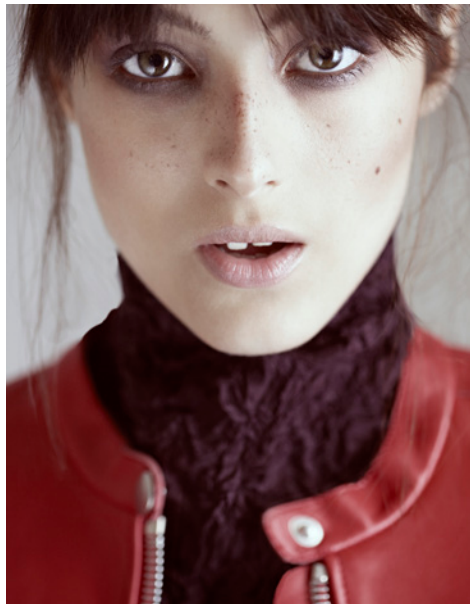
Anna-Karin Karlsson



Elínrós Líndal & ELLA



In her presence



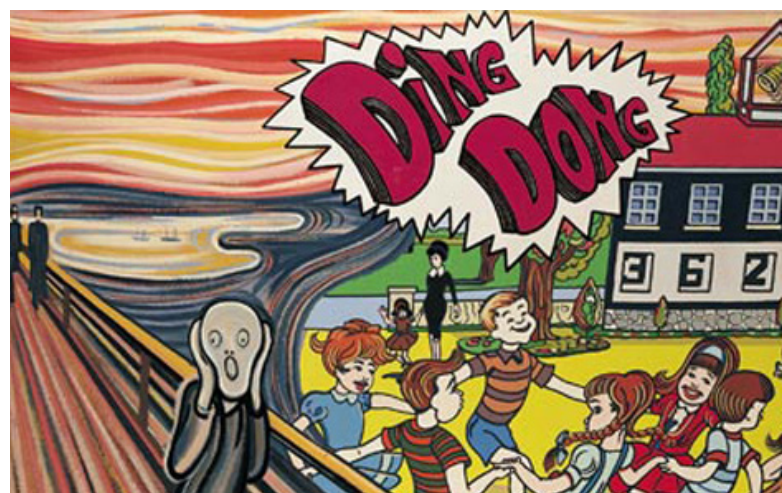
No name beauty



Street style



Normann Copenhagen



Edvard Munch / The Scream

# N

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**Photo** Kári Sverriss

**Stylist** Síta Valrún

**Model** Kristín Lív / ESKIMO models

**Hair** Katrín Ósk Guðlaugsdóttir / Label m

**Make-up** Margrét Sæmundsdóttir

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**Kristín Lív wears:**

**Coat** / Lindex

**Shorts and top** /

Moss by Harpa Einarsdóttir  
for Gallerí 17

**Shoes** / Vagabond

**Fur collar** / ICHI

**Pantyhose** / Vila



# Contributors



Kári Sverriss

Kári Sverriss photographed the cover and the 'In her presence' fashion spread for this issue. He was also a great supporter and contributor throughout the process of making the magazine.

## Could you tell us about the photoshoot?

The spread was inspired by attraction, Icelandic nature, and origin. I wanted the 90s look with a sophisticated feel to it in a raw, untouched location. Fish, nature, and a dry, grey winter feel with a dash of strong colors to get the right mixture for good contrast to the cold and grey winter in Iceland. The models are drawn to each others' presence at a rather unusual meeting point, a fish processing area.

## What is your favorite website?

Fashiongonerogue.com and topman.co.uk

## What talent should we keep an eye on in the Nordic countries?

I really like Ziska, which is a clothing line designed by Harpa Einars for women. Then a new favorite is JÖR, a men's clothing line designed by Gudmundur Jörundsson.

## What are you passionate about?

Creating, life, people, clothes, my family and loved ones.

## What is your favorite Nordic brand for this season?

The Danish brand Samsøe & Samsøe.



Steinunn M

Steinunn María modeled for our

## What are you passionate about?

I love to cook and I really love to experience new things....and I al

## What talent should we keep an eye on in the Nordic countries?

One of the biggest up and coming "Monsters and Men". They released and North America in April of this and bigger worldwide with each

## Words to live by?

Happiness = not being afraid of f

## What is your favorite place in the Nordic countries?

My favourite place, without a doubt, is in Iceland. Its history and atmosphere and is most definitely an incredible lucky enough to get a chance to

## Are you going to invest in a sportswear brand?

Yes, I am. I am currently looking for a collar and I am also a bit obsessed to find a combination of the two!





María Agnarsdóttir

'In her presence' fashion spread.

t?

eat! I love to travel and also like to shop of course!

eye on in the Nordic coun-

ng bands in Iceland is called "Of ed their first album in Europe s year and are becoming bigger day.

being silly!

he Nordic countries?

ubt, is Þingvellir National Park here has shaped the Icelandic nspiration to anyone who is go there.

pecific item this fall?

for a warm coat with a furry ed with leather so maybe I'll try



Íris Hrönn Andrésdóttir

Íris Hrönn, banker by day and fashionista by night, was our fashionista for this issue. She contributed to the holiday gifts spreads, the LBD and blogged on our website.

**What is your favorite website?**

I love the Scandinavian magazine websites like Eurowoman.dk, Costume.no/dk and Elle.dk. I also regularly visit Vogue.com and Vogue.fr, and I usually check out blogs like trendnet.is and metromode.se.

**What is your favorite restaurant in Iceland?**

Sushisamba is a fabulous place - great atmosphere, cool design, great food, and their chili mojito is fierce.

**What are you passionate about?**

I have a thing for all things French! The language, the culture, the food, and the fashion. I'm also passionate about Icelandic nature - I love nothing more than to travel around Iceland and go hiking in the mountains; the landscape is so inspiring and beautiful.

**Who is your style icon?**

There are so many fabulous women out there to look to for style, but the first who comes to mind is Sarah Jessica Parker - she is always fabulous whether she is walking with her family in Central Park or on the red carpet. Others I would name are Emmanuelle Alt, Kate Moss, Helena Christensen, Florence Welch, Clémence Poésy, Marion Cotillard, and Blake Lively.

# ELÍN RÓS LÍNDAL

CEO AND FOUNDER OF ELLA

Photographer **Aldís Pálsdóttir**





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Slow fashion also means treating our customers





*“I have always been passionate about fashion and spent hours and hours in my mother’s wardrobe when I was young.”*

Photographer **Aldís Pálsdóttir**

with respect. We invite them into our working area and tell them interesting stories about what we are doing and why. We basically take what is typically done in fashion, turn the rules on their head, and ask: Is this clever? If not, then what should we do?

### **But how profitable is slow fashion and strong CSR?**

It’s the only way to go for us, and one could say it’s very profitable because it gives us a differentiation in the world of fashion that has thousands and thousands of brands waiting to be discovered.

We started in my garage and have grown organically. We use only first-class material and our target market in Iceland is educated working women who are responsible customers. Today we are not nearly supplying the demand we are getting and that’s fine because we are more about quality than quantity. But it is also very healthy to build a company on demand, instead of on governmental support or a given ROI number that is supposed to guide your success in the business.”

### **Who are your favorite designers?**

I admire the courage and the hard work that Coco Chanel showed in the 1930s when she



Photographer: Friðrik Örn

offered women new options with her clothing line. Her story has shown us how important it is to stick to one's principles when it comes to fashion design. "The New Look" of Christian Dior was beautiful in the 40s. I'm also a fan of Halston's design from the 70s – I love 80s Sonia Rykiel and Etienne Aigner, and the rebellious input of Martin Margiela in the 90s.

Today I like the designs of Gerard Darel and Nichole Farhi, and Jil Sander has been an all-time favorite since I heard industry news about her fighting for her collection being made in the cradle of fashion design "Europe."

Katrín Kara – ELLA's head of design – is on the top of my list. As a creative director for ELLA, I'm always very excited to hand my ideas over to her and see how they develop into something amazing. Her respect for women and the environment are clear in the designs and doing clothes for women who are changing the world is of top priority for both of us.

### **What is the best advice you've ever been given?**

"If you don't have a competitive advantage, don't compete." – Jack Welch.

### **Could you sum up your personal style in one word?**

Clever.

### **What are your staple fashion pieces?**

I believe in the LBD – the one classical dress you can dress up and down. I adore one of our wrap dresses, which we call "Cache Coeurs" (French; *hide the heart*) made from quality merino wool, cashmere, and silk. I usually wear a silk dress under it and it feels so elegant and clever. The perfect pencil skirt is very important for the professional wardrobe, and a handmade cashmere sweater can get you really far in Iceland's ever changing weather.

## **ELL A, SLOW FASHION COMPANY**

ELLA was born globally in April 2011 via our webpage: [www.ellabyel.com](http://www.ellabyel.com). We operated from my garage until July the same year when we opened ELLA the concept store in Reykjavik,

Iceland's capital. Since then our customer base has been growing gradually. We don't have clear spring or autumn collections, but we always have clothes in our store. We are barely meeting local demand, but 99% of our customers are Icelandic women. And through our webpage, we have also sold to the UK and New York.

The focus of our collections is superior fit and quality fabrics. The clothes are made mainly from Italian fabric and sown together in Italy, Iceland, Portugal, Romania, and Macedonia. In our spring collection, we will offer "piece silk" for the first time, and also fabrics made from bamboo and milk. We have also made a small collection of hand-dyed silk dresses that were produced in Iceland.

We also make three perfumes; ELLA DAY, NIGHT and V. ELLA's principles are to empower women, and after our first year of business we were able to give 600,000 ISK – which was 10% of gross perfume sales – to the UN Trust Fund to End Violence Against Women.

### **How has it been going getting your brand recognized in Iceland?**

The Icelandic market is very small so the news travels fast. But we are absolutely amazed how well things have been going these first seasons in the local market. Women in Iceland are showing the brand a lot of interest and understand the importance of buying quality in hard economic times like these. We were challenged a lot by the media at first because they were not buying the "slow fashion" concept right away, but the market has voted us in so to speak and we are very grateful for that.

### **Who is ELLA's target customer? If you'd have a celebrity wear your clothes, who would it be?**

Our target audience is educated working women who care for their environment. We have a lot of customers from congress, lawyers, doctors, CEOs, and even young women who are still in school who decide to buy few items but of quality.

I'm really not much into celebrities, and I can't think of one I would rather like to dress than others. I would never give a dress to a woman that has all the opportunities in the world to



Photographer **Ari Magg**



buy it herself. For me, there is no such thing as a free lunch. But I am finding ways to donate some dresses to women in need – that's very interesting for me.

### **Do you have further plans of international expansion?**

Yes we do, and there is a very interesting show room in New York that wants to show our collection, so if all goes as planned, we will be showing at New York Fashion Week in February. But we will never be everywhere. We want to choose few very selective stores that have high-quality European designs, and then I would love to open my own store in New York when the right time comes.

### **How do you see the company meeting international demand, when it is barely meeting local demand today?**

Organic growth is a growth strategy and I am very positive that it will enable us to meet international demand. But remember ELLA is not about quantity — it's more about quality. Local demand is very important for us because it enables us to move forward on markets that we know; and in our mind, Iceland is giving us a great opportunity to grow as professionals. But I also feel that the people in New York are very fashion-minded and are looking for brands that are unique and exclusive.

### **How does your clothing brand stand out from other designer labels?**

ELLA is very feminine and our tailoring is first-class. You can see we do our groundwork when it comes to designs so we never copy trends. We choose a muse for each collection we make and try to tell an interesting story with it. Our muses have been Sophia Loren, Catherine Deneuve, Lauren Bacall, and Lauren Hutton - all very strong and interesting women. We

spent many years preparing for ELLA and that has paid off because on local markets people recognize our designs. I'm not sure what it is – but I believe it's our vision translated into our designs.

### **Do you think introducing your brand as Icelandic or Nordic to the global market matters?**

We are a European brand and very proud of that. Some of our major team players are Icelandic, but the fabrics come mainly from Italy and the production is made in Europe. So we try to avoid talking only about Iceland when we introduce ourselves – mainly because we are a team of internationally educated people who want to focus on what matters: our end product and how it was made.

I am, however, very proud of my country - Iceland – for it was there that I got my experience and had the opportunity to found my company. Iceland is a beautiful country with a lot of interesting people; and after the economic crisis, companies like ELLA have been born and entrepreneurs have learnt a lot and found ways to make interesting opportunity from these difficult times.

### **Are you planning on expanding in other categories?**

We already do perfumes, candles, and rings, but we are also working on a small menswear collection and would love to make children's clothes when the right time comes.

### **Where do you see your company in 10 years?**

I see ELLA as one of the leading European fashion companies. I see it as a breath of fresh air - an interesting option for all of those who are fed up with fast fashion and mass production.

# Accessorize for winter



Bracelet /  
Dyrberg/Kern



Bag / Friis & Company



Necklace /  
Pilgrim



Earrings /  
Sophie Bille Brahe



Bracelets /  
Day by Birger et Mikkelsen



Bag / Stine Goya for Adax



Bag / Black Secret



Sunglasses by  
Anna-Karin Karlsson



Ring / Sif Jakobsen



Hat / Friis & Company



Bag / Filippa K



Gloves / Adax



Necklace / Sophie Bille Brahe



Scarf / Adax



son



obs



Belt / Friis & Company



Large leather purse / Samuji

# °N SHOE

*Pump up your style for winter with colorful pumps*



Whyred



Marta Jonsson



Black Secret



Won Hundred



Billi Bi



Bianco



Acne



Finsk

# STYLE

*Classic boots and booties or bold and  
and sneakers.*



Acne



Black Secret



Kron by KRONKRON



Marta Jonsson



Nude of Scandinavia



Acne



Minna Parikka



Minna Parikka



Acne

# In her presence

*I am drawn to her presence, I find myself detached from the secular world taken to an alien place. Relating to her inner most being, taking the road onward to infinity.*

Photographs by Kári Sverriss

Stylist: Síta Valrún

Models: Kristín Lív and Steinunn María / ESKIMO models

Hair: Katrín Ósk Guðlaugsdóttir / Label m

Make-up: Margrét Sæmundsdóttir

Assistant photographer: Hjalti Rafn Guðmundsson

Coat / EYGLÓ  
Leather Jacket / Vero Moda  
Turtleneck / Saint Tropez  
Gloves / Lindex  
Necklace / Privately owned





Steinunn María wears:  
Leather jacket / DAY by Birger et Mikkelsen  
Shoes / Vagabond  
Jeans / Cheap Monday  
Dress / Moss by Harpa Einarsdóttir for Gallerí 17





*Kristín Lív wears:  
Coat / Lindex  
Shorts / Moss by Harpa Einarsdóttir for Gallerí 17  
Top / Moss by Harpa Einarsdóttir for Gallerí 17  
Shoes / Vagabond  
Fur collar / ICHI  
Pantyhose / Vilá  
Gloves / Lindex*



Jacket / Designers Remix  
Dress / Dansk of Denmark  
Pantyhose / Vero Moda  
Bracelet / NOX  
Gloves / Vero Moda

Coat / Truly by Part Two  
Leather pants / InWear  
Turtleneck / InWear  
Necklace / Vero Moda  
Shoes / Billi Bi  
Gloves / Lindex

Dress / Vero Moda  
Coat / Kai Aakman  
Vest / Only  
Shoes / Vagabond  
Necklace / 2ND DAY



*Jacket / 2ND DAY  
Dress / EYGLÓ  
Hat / Vero Moda  
Belt / Lindex  
Skirt / Dansk of Denmark  
Shoes / Vagabond  
Gloves / Lindex*



Coat / Truly by Part Two  
Pants / DAY by Birger et Mikkelsen  
Sweater / Filippa K  
Top / KALDA  
Necklace / 2ND DAY  
Shoes / Vagabond  
Gloves / Lindex



*Jacket / Lindex  
Dress / EYGLÓ  
Shoes / Vagabond  
Necklace / NOX  
Pantyhose / Privately owned*

Sweater / Only  
Shirt / Nordström  
Pants / Samsøe & Samsøe  
Shoes / Vagabond  
Bracelet / Lindex  
Gloves / Lindex



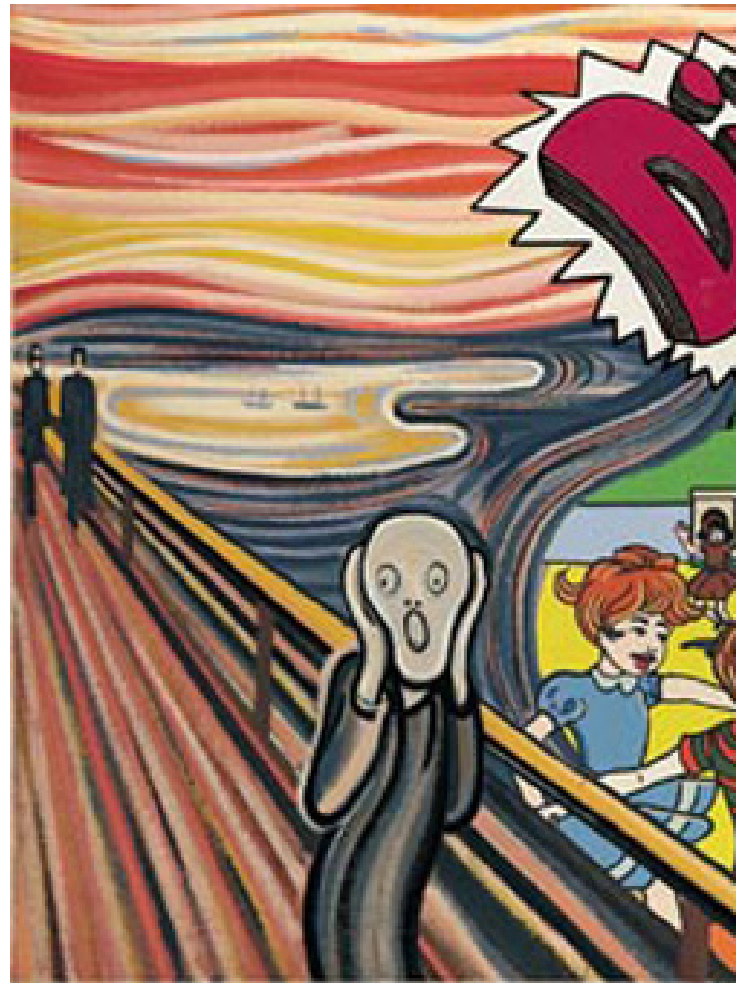
# Edvard Munch's *The Scream*

By Aldís Snorradóttir

One of the four versions of the iconic *The Scream* by the Norwegian artist Edvard Munch (1863-1944) is currently on display at the Museum of Modern Art in New York. Munch originally named the works *The Scream of Nature* and he made them between 1893 and 1910. The pastel-on-board version from 1895 is the one that was lent to the MoMA to be exhibited among few other works by the artist including *Madonna* (1895). Being one of the most recognized and parodied pieces in art history, it was sold for almost \$120 million at the Sotheby's back in May, making it the most expensive work of art ever sold at an auction.

Munch felt deeply the pain of human life. The great emotions associated with death and love - such as jealousy, loneliness, fear and despair - were the themes of most of his art. Being inspired by artists like Gauguin and Van Gogh, Munch developed a style using expressive color, line, and distortion of form.

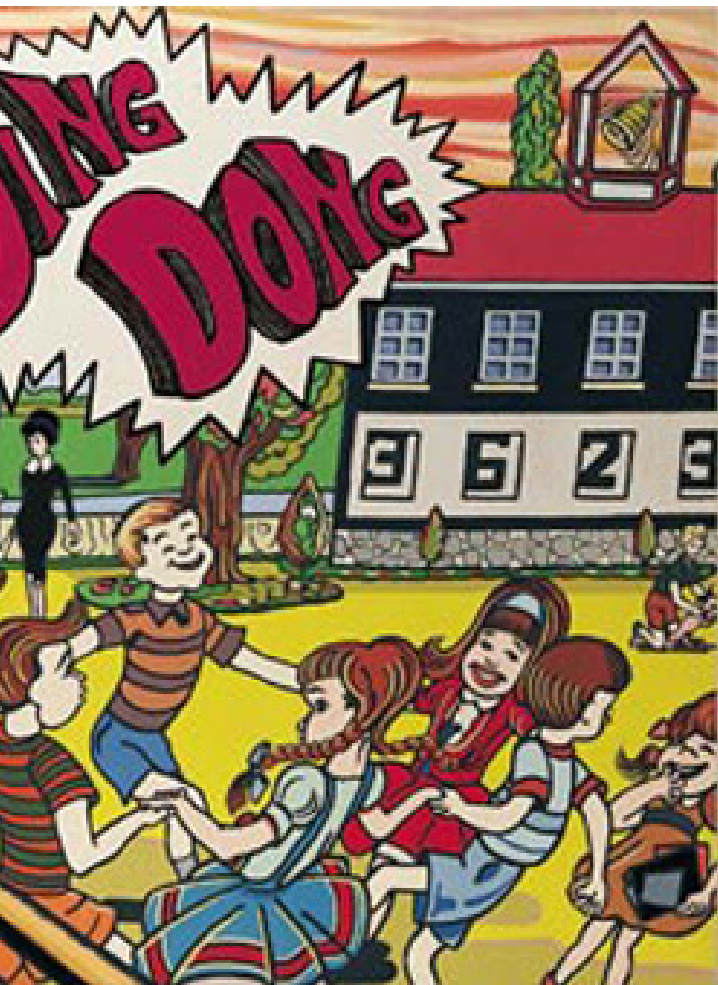
*The Scream* is typical of Munch's style. The image consists of a skeletal-like figure standing on a bridge in a landscape now known to be the Oslofjord in Norway. The liquefied forms and fiery colors of this dramatic depiction are used by the artist to evoke an emotional response from the viewer. An autobiographical incident was the spark for making *The Scream*, and the version on display at the MoMA is the only one that has the story written by Munch on a plaque underneath the pastel: "I was walking along the road with two of my friends. The sun set — the sky became a bloody red. And I felt a touch of melancholy — I stood still, dead tired — over



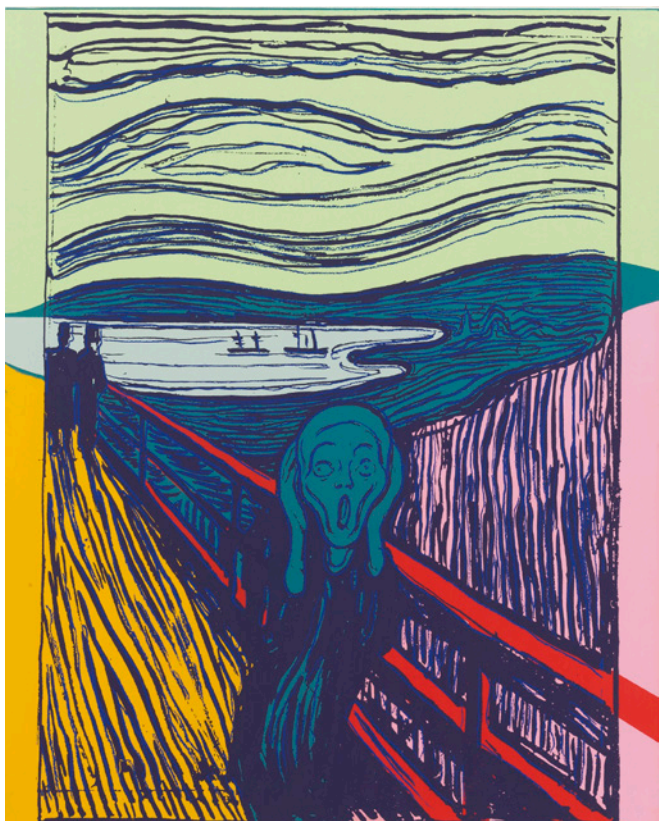
Edvard Munch. *The Scream*. Pastel on board. 1895. © 2012 The Munch Museum/The Munch-Ellingsen Group/Artists Rights Society (ARS), New York.



# ream



Erró. Ding Dong. Acrylic on canvas. 1979.



Andy Warhol. The Scream (after Munch). Silkscreen ink and polymer paint on canvas. 1984.

the blue-black fjord and city hung blood and tongues of fire. My friends walked on — I stayed behind — trembling with fright — I felt the great scream in nature.”

The figure may look as if it is emitting a primal scream and covering its ears with its hands, but if the original title and the previously mentioned incident it is based on are considered, it is more likely that the figure is actually responding to a scream. As curator Ann Temkin suggests, the green lines indicating land on the right side of the image look as if they are beating against the figure's left ear. The curvilinear lines in the background could resemble the vibrations from a horrible scream taking over the atmosphere. It is also noticeable how Munch contrasts forms in this image. For example, the straight, sharp lines of the bridge could resemble the structured man-made civilization, and the lines are flowing when the uncontrollable nature and the emotionally unstable figure are represented.

This image by Norway's most celebrated artist has been reproduced several times in recent decades. Examples of artists who have perhaps quoted *The Scream* in the most direct manner are Andy Warhol and the Icelandic artist Erró. In 1984, Warhol made a silkscreen print version of the work, *The Scream (after Munch)*. In *Ding Dong* (1979) and *The Second Scream* (1967), Erró gave his versions of *The Scream* a satirical and comic like twist. Other reproductions of *The Scream* include the legendary Ghostface mask in Wes Craven's *Scream* movies and the cartoon of Homer Simpson displayed as the tormented figure on the bridge.

Munch turned a personal experience into an image that for many viewers still serves as the symbol of anxiety and terror often accompanied with the pressure of modern life. This might be a rare opportunity to cast a glance on this version of *The Scream* before it enters the dining room of its current owner. The exhibition runs through April 29, 2013.

# Anna-Karin Karlsson

PHOTOS: Jesper & Mathias

Anna-Karin Karlsson is a bright and rising star in the accessories world with her couture eyewear creations that are really unique and exclusive. Her sunglasses have been worn by Lady Gaga, Rihanna, and Usher to name a few. She comes from Sweden and lives in Stockholm now, but has lived half her life in London so she considers herself to be a very much “Swedish-British girl”. Anna-Karin studied arts, acting, and music before starting to design eyewear. We were very intrigued to know more about Anna-Karin so we met up with her and inquired about her journey and the next steps with her company.



**What's your background and what or who initiated a career in couture eyewear?**

I started off working on Old Bond Street with eyewear styling and bespoke design. Just like they make suits on nearby Saville Row, we made bespoke eyewear to clients, one off amazing pieces most classical in materials like acetate, horn, and also real tortoise.

**When did you start designing under your own name? How did it all begin?**

A couple of years ago, I was asked to design for one of the world's major high fashion brands and that made me decide to do this on my own. The thought had been brewing for a while, but as my drawings came alive, I just knew what to do...

**What big moments along those years do you think really helped get you where your at?**

I went straight to those at the top of the fashion world and asked for guidance and direction since they could appreciate the artistry and the exceptional quality my work has. It worked, and my first piece was shown in a book by Martina Bonnier, editor-in-chief of Damernas Värld, who has really been a great supporter of me and my work. Of course, having artists and fashionistas choose my work has also contributed to a faster lane of success.

**What has influenced you most as a designer? Why?**

I have always been drawn to all things beautiful, and the beauty surrounding the avant-garde and the difficult. I was born dipped in melancholy and that will always have a fingerprint on my work. I also like witty things, and a little self-irony is always a good cure for any bad day.





**This past year has been extremely exciting for your company to say the least. Rihanna, Lady Gaga, Gwen Stefani, and Usher have been seen wearing your sunglasses, and you have been featured in Harpers Bazaar Korea, Elle USA, Vogue Italy, and Women's Wear Daily to name a few. You've been nominated as "Business Woman of the Year" in Sweden and for the Hall of Frames/Eyestylist Newcomer award. Is there anything that really stands out?**

The fact that people buy my work and that my designs are used in another part of the world is really a great feeling. I still haven't stopped to enjoy it all but have promised myself some time next summer to reflect upon it. I love showing at Paris Fashion Week and next year it seems like we will do a lot more shows in different countries.

My 2013 collection, "Perfecting the Art of Dying Alone," is named after all the work and sacrifice made getting to where I am right now, and when star stylist Bea Åkerlund asked to model the collection and we shot it on a Sunday morning in a cemetery in Stockholm, I kind of felt complete.









**What do you hope to have achieved in the industry five years from now?**

I will be focusing on creating, so more arts, music, and film to go along with my eyewear and accessories. I will be one of the only women who owns her own eyewear business and I will hopefully set an example that it is possible and hopefully others will follow.

**Do you see yourself expanding into other categories?**

I love accessories and have a collection that could fill a small shop. I am asked by stores and manufacturers to make accessories but as of yet I have not got any spare time but as I'm expanding I would say that any accessory could be a possibility.

**What's your ideal store to sell your designs in?**

Excelsior Antonia Milan. I already sell there - amazing!

**Who do you design for?**

I love the fact that I have a wide range of people wearing my work - I say that I design for the showgirls and the folks with dancing hearts. "Shades for the sunny and sunnies for the shady" is the slogan I made up. My clients aren't scared of what other people may say or think and do their own thing.

**From where do you get your inspiration?**

In my mind I see everything in pictures and film so my inspiration comes from what I call "one flight of stairs up" in my mind - where my parallel world is. I will see my work and then draw them down. It is very much a fairy tale world, and I am very grateful for my senses.



**How would you define your personal style?**

I see my style as that of Pippi Longstocking's mum (if she had one, she would look like me) - sometimes with that bag of dough, sometimes not. I love things shiny and divine, but I also like the fact that I can wear anything and feel comfortable with it. I will put anything on for the fun of it. I recon I will do enough of "less is more" when I'm dead, so I try not to apply it in my own way of dressing.

**How would you define the style your collection represents?**

It represents my life and the path I've taken. It is just as much a work of art as the paintings I make. The women and men that wear my work do believe in and appreciate things made with passion and devotion of the heart.

**What are the next steps for you and your company?**

We are expanding into China selling in some amazing stores, and I find this very thrilling since it's something I could hardly dream of when I started all this a couple of years ago.



# HOLIDAY

*We love giving gifts so we found some of  
father, sister, brother, girlfriend  
and maybe something*



# Y GIFTS

*of our favorite things for your mother,  
d, boyfriend, kids, babies  
ring for you...*



# Holiday Gifts - For Her



Night wear / By Nord



Silje nailpolish /  
Make Up Store



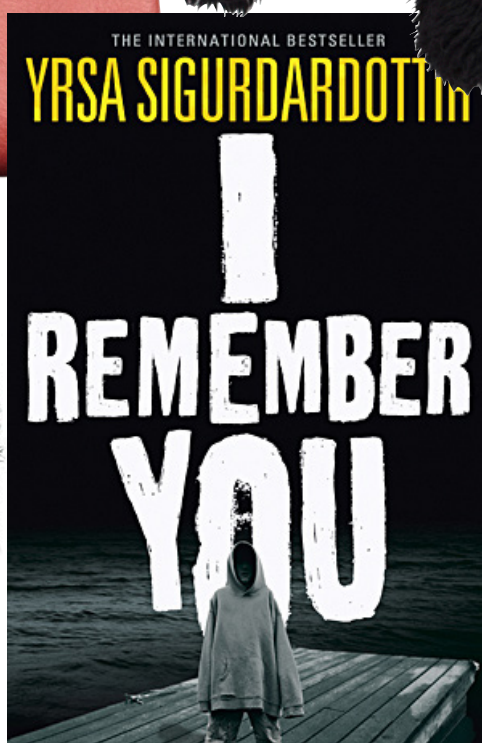
Ring / Georg Jensen



Jacket / Dagmar



Clutch / Stine Goya for Adax



Book by Yrsa Sigurðardóttir  
- I remember you.



Hat / Dagmar



Weekend bag

Havana lipstick /  
Make Up Store



Perfume / Andrea Maack



Top / H&M



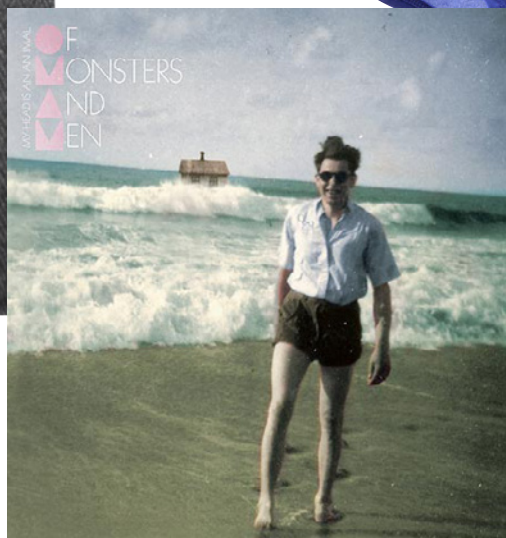
Coat / Altewaisaome



Lingerie / H&M



/ Sandquist



CD /  
Of Monsters and Men

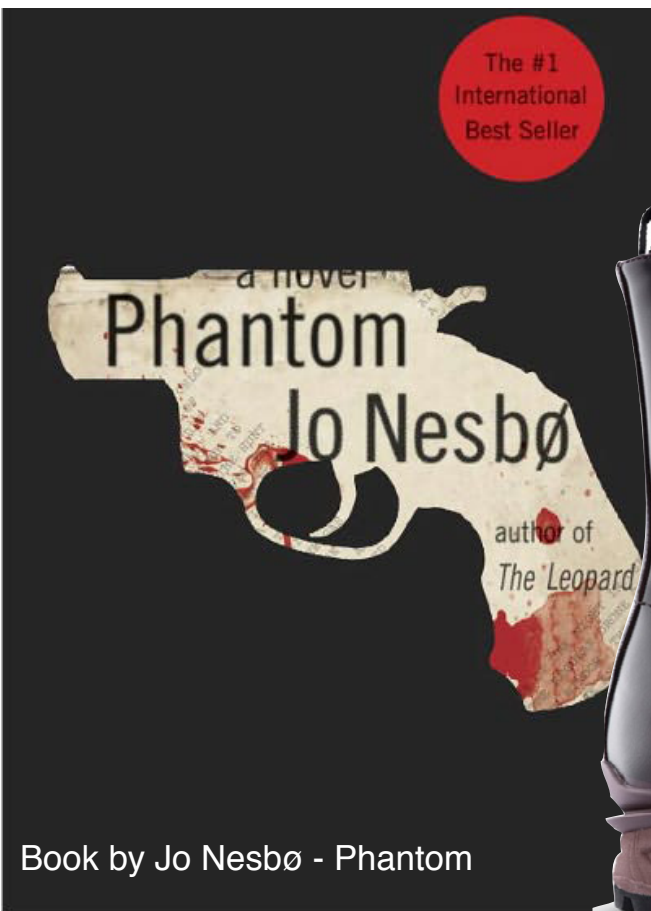
# Holiday Gifts - For Him



Shirt /  
Bruun & Stengade



Múli sweater from  
Farmers Market



Book by Jo Nesbø - Phantom



Underwear from Björn Borg



Shoes from Acne





Highlander winter boot - Tretorn



Eythor jacket  
from Cintamani



Watch /  
Sjöo Sandström



Book by Zlatan Ibrahimovic and  
David Lagercrantz  
- I am Zlatan Ibrahimovic



Headphones  
from WESC



Laptop skin from Walk on water

# Holiday Gifts - For Kids



Lamp / Tulipop



LEGO house /  
LEGO



Lazytown  
DVD



Saab / Pla



Mumin glasses /  
littala



Mumin glasses /  
littala



Top / H&M



Shirt / H



Sweater / Ígló



Sweater / Ígló

Toddler Wobbler /  
BRIO



Soft letters / Hay



aysam



Diary / Tulipop



H&M



Rocking horse /  
Playsam

# Holiday Gifts - For Your Fa



Pouf / Volki



Notknot pillows /  
Ragnheiður Ösp Sigurðardóttir



Fuzzy-stool /  
Sigurður Helgason



Po

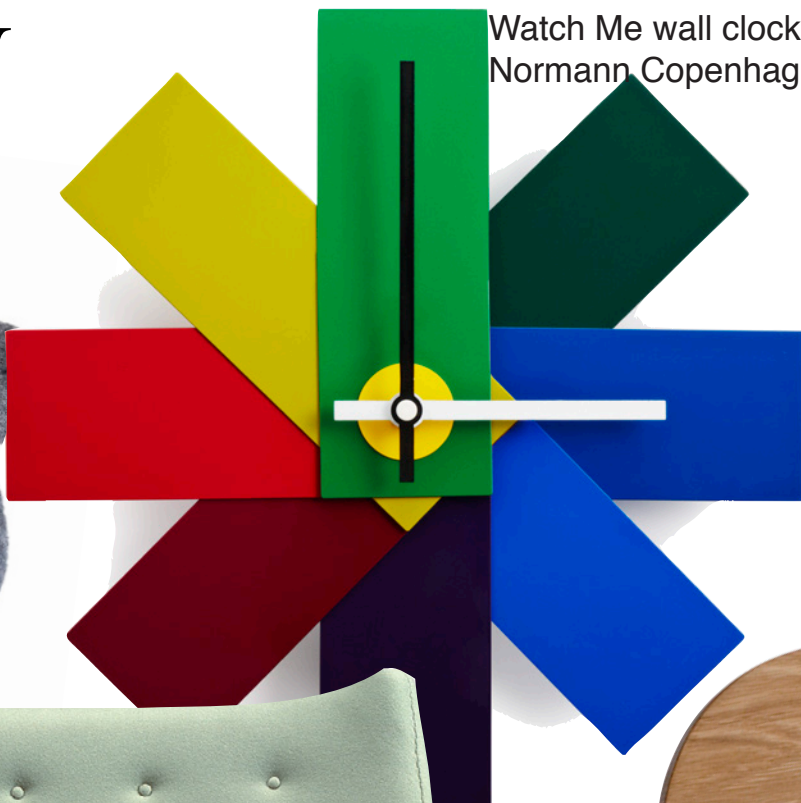


Bedlinen / By Nord

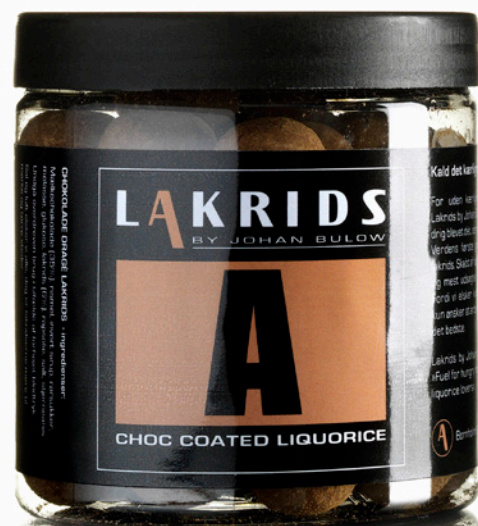


Blanket / Hay

Family



Watch Me wall clock / Normann Copenhagen



LAKRIDS by Johan Bülow



pet sofa / Finn Juhl



Serving platter from Iittala



Finnish design glass, reborn as candles / Aihio



Gordon and Andreas, salt and pepper shakers - Normann Copenhagen

Trend

report

# Trend *Black & White*



Henrik Vibskov / Copenhagen Fashion Week



Carin Wester / Mercedes-Benz Fashion Week Stockholm



Tabernacle Twins / Copenhagen Fashion Week



Rützou / Copenhagen Fashion Week







Bruuns Bazaar / Copenhagen Fashion Week



Anne Sofie Madsen / Copenhagen Fashion Week



Anne Sofie Madsen / Copenhagen Fashion Week



R/H / rh-the-label.com



Karen by Simonsen / Copenhagen Fashion Week



Henrik Vibskov / Copenhagen Fashion Week

# Trend *Print obsession*



Stine Goya / Copenhagen Fashion Week



Kron by KronKron / kronbykronkron.com



Henrik Vibskov / Copenhagen Fashion Week



Ivana Helsinki / ivanahelsinki.com



n



Tabernacle Twins / Copenhagen Fashion Week



Baum und Pferdgarten / Copenhagen Fashion Week



Ida Sjöstedt / idasjostedt.com



Edith & Ella / Copenhagen Fashion Week



Gestuz / Copenhagen Fashion Week



Kalda / kalda.com

# Trend *Bulk up with kn*



Ivana Helsinki / ivanahelsinki.com



Gaia / Copenhagen Fashion Week



Designers Remix / Copenhagen Fashion Week



Anne Sofie Madsen / Copenhagen Fashion Week



# nits



By Malene Birger / Copenhagen Fashion Week



Stine Goya / Copenhagen Fashion Week



Designers Remix / Copenhagen Fashion Week



Dagmar / Mercedes-Benz Fashion Week Stockholm



Dagmar / Mercedes-Benz Fashion Week Stockholm



Acne / Mercedes-Benz Fashion Week Stockholm

# Trend *Fuzzy for fall*



Munthe plus Simonsen / Copenhagen Fashion Week



Kopenhagen Fur / Copenhagen Fashion Week

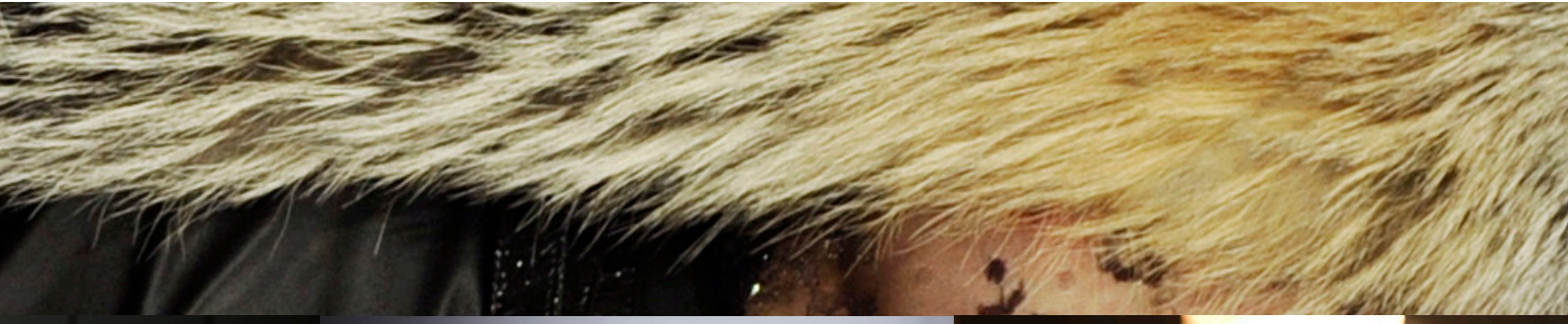


YDE / Copenhagen Fashion Week



Dagmar / Mercedes-Benz Fashion Week Stockholm





Kopenhagen Fur / Copenhagen Fashion Week



Ivana Helsinki / ivanahelsinki.com



R I I S / Copenhagen Fashion Week



Peter Jensen / style.com



Karen by Simonsen / Copenhagen Fashion Week



Day Birger et Mikkelsen / Copenhagen Fashion Week

# Trend *Feminine touch*



Hernández Cornet / Mercedes-Benz Fashion Week Stockholm



Dagmar / Mercedes-Benz Fashion Week Stockholm



Gestuz / Copenhagen Fashion Week



Hernández Cornet / Mercedes-Benz Fashion Week Stockholm







Acne / Mercedes-Benz Fashion Week Stockholm



Acne / Mercedes-Benz Fashion Week Stockholm



Acne / Mercedes-Benz Fashion Week Stockholm



Hernández Cornet / Mercedes-Benz Fashion Week Stockholm



Acne / Mercedes-Benz Fashion Week Stockholm



Acne / Mercedes-Benz Fashion Week Stockholm

# Trend *Oversize it*



**Tiger of Sweden** / Mercedes-Benz Fashion Week Stockholm



**Samuji** / Copenhagen Fashion Week



**Veronica B Vallenes** / Copenhagen Fashion Week



**Tiger of Sweden** / Mercedes-Benz Fashion Week Stockholm





**Acne** / Mercedes-Benz Fashion Week Stockholm



**Rützou** / Copenhagen Fashion Week



**Ivana Helsinki** / ivanahelsinki.com



**Beate Godager** / Copenhagen Fashion Week



**Carin Wester** / Mercedes-Benz Fashion Week Stockholm



**Designers Remix** / Copenhagen Fashion Week

# Trend *Toughen up*



Spon Diogo / Copenhagen Fashion Week



Rützou / Copenhagen Fashion Week



Anne Sofie Madsen / Copenhagen Fashion Week



Karen by Simonsen / Copenhagen Fashion Week





**Spon Diogo** / Copenhagen Fashion Week



**Dagmar** / Mercedes-Benz Fashion Week Stockholm



**Gestuz** / Copenhagen Fashion Week



**Aniv von Borche** / Copenhagen Fashion Week



**Kopenhagen Fur** / Copenhagen Fashion Week



**Stine Goya** / Copenhagen Fashion Week

# Be merry... it's the s

*The holidays are coming up with its numerous occasions for festive night out. ON Style Magazine is on the hunt for the perfect LBD for the classic dress, just slip on the LBD, some high heels and a staten*



Stine Goya

STINE GOYA

NOX

**Classic glamour**

Day Birger et Mikkelsen

Lindex

Sofie Schnoor

Marta Jonsson

Friis & Compas

# season for the LBD

*gatherings, office-parties, family dinners and maybe even a girls  
or the christmas fest. Whether you love lace, leather, glamour or just  
ment necklace and you are ready for some holiday cheer.*



Tiger of Sweden

Malene Birger

Birger

Cubus

**Festive feathers**



By Malene Birger



H&M



Sofie Schnoor



By Malene Birger

Lindex



Second  
Female



By Malene Birger

By M

*Romantic frills*

Dagmar

Seco

By Malene Birger



Acne



InWear







Malene Birger



Dyrberg/Kern



Second Female



H&M

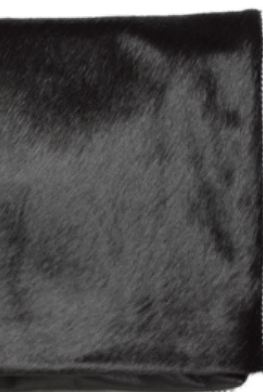
*Lustrous leather*



By Malene Birger



Second Female



H&M



Gina Tricot

# No Name Beauty

Photographer : Duo Blau [www.duoblau.com](http://www.duoblau.com)  
Stylist : Malin Lindqvist  
Makeup & hair : Hanna Birgersson / [www.mikaslooks.se](http://www.mikaslooks.se)  
Retuch : Johanna Widblom Hilli  
Modell: Nike P / MIKAs Agency

*Leather jacket / Vintage  
Leather shirt / Acne  
Leather pants / Acne*





*Polo neck / Issey Miyake  
Leather jacket / Acne*



*Leather pants / H&M  
Pants underneath / stylists own  
Shoes / Ann Demeulemeester*











*Quilted shirt / Acne  
Shirt / Stylein  
Leather shorts / Josefin Strid  
Shoes / MIA*



*Collar / Fabric from Ohlsons Tyger  
Suit jacket, Acne*



*Fur / Vintage*  
*Bra / Prinsess tam tam*  
*Shorts / Made by Neomi*







*Top / H&M  
Dress / Stylein  
Skirt / Samsøe & Samsøe  
Pants / Stylist's own,  
Shoes / Ann Demeulemeester*

*Suit jacket / Acne  
Black top / Acne  
White top / H&M  
Belt / Made By Neomi*



# Normann Copenhagen



Poul Madsen - CEO





Poul Madsen and Jan Normann Andersen teamed up in 1999 with a vision to make a difference in the design industry and created the Normann Copenhagen brand. In 2001, they opened a Normann Copenhagen store where they made and sold their own products. Later that year, they launched a product line under the company's own name. Today, Normann Copenhagen is one of the major companies on the Danish design scene. The company continues to introduce exciting and bold design products and is continuously updating the brand. The company now sells products in more than 70 countries and their brand is well-recognized overseas.

An interview with Poul Madsen, the CEO of Normann Copenhagen, in the Danish newspaper Berlingske Tidende caught our interest in October. It was about how Normann Copenhagen survived the crisis and what actions they took towards keeping the company afloat in an industry that was highly affected by people's decreased purchasing power. We were intrigued to know more so we caught up with Poul.





**Since the financial crisis you have changed your assortment quite a bit. What direction did you take?**

When the crisis hit, we realized that we needed to react in order to have a chance to make it through the crisis. We have taken out some products that we didn't think worked for us any longer. We added new products as well as updated some of the old products with new colors. We didn't change our assortment as much as we expanded it. For example, we have introduced furniture, which has really broadened our customer reach and made our entire collection more exciting.





**How would you describe a Normann Copenhagen product?**

For Normann Copenhagen, it is always the design and the original idea that wins. A Normann Copenhagen product is characterized by being eye-catching in use and by the design, form, color or material.

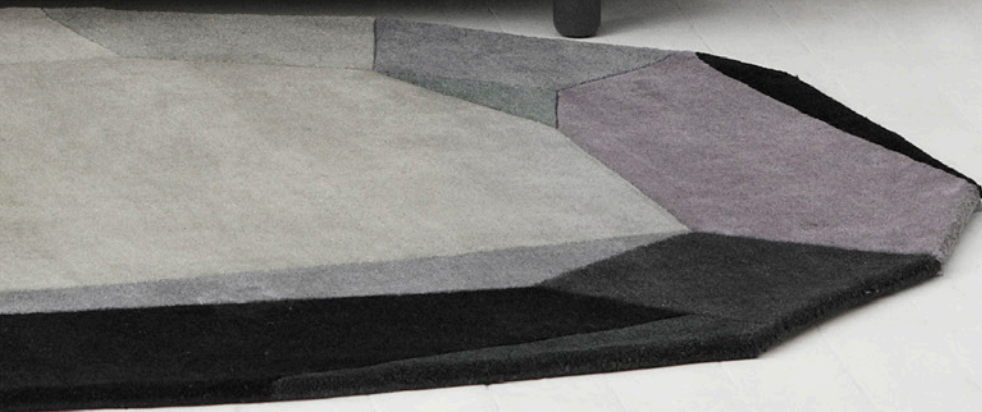
**By what criteria do you select your products?**

When Jan and I look at new designs for Normann Copenhagen, we take a very intuitive approach

to the product more than words. We select products that we see, we see that have a strong design line. For Normann Copenhagen, it is an important criterion. For us, the importance is involved in the design.



ucts. A picture can say much more  
and if we are both struck by what  
e are interested. We like products  
an original idea and a simple design,  
e do not tie ourselves to a particular  
ormann Copenhagen, brand mobility is  
nt value. We like to get involved in new  
ve see the right design proposals. For  
ortant thing is that the projects we get  
bring something new into the world of



**Do you solely search for innovative designs that fit your vision or do you also have designers working for you specifically? Do you look for designs from all over the world or from specific parts of the world?**

We generally look for innovative design that fits our vision, but we don't tie ourselves to a particular style or range. For Normann Copenhagen it is always the design and the

original idea that matters the most. Today, Normann Copenhagen gets 5-10 new design proposals each day from skilled designers from all over the world. For the most part, we find potential products on fairs, at exhibitions or through suggestions that we receive via e-mail. It doesn't matter what country the designer is from, and it is only secondary what type of product it is, as long as the product itself is right for us.





**Are the Normann Copenhagen products produced in Denmark?**

Some of the products are produced here in Denmark, and some of the products are produced in other countries. It depends on the type of product.

**According to your interview with Berlinske Tidende, most of your exports go through online stores, or 60-65% of your overall sales. Why do you think your product sells so well through online stores? What are Normann Copenhagen's strongest markets?**

Online shopping has grown a lot over the last years, so that plays a big part in why online sales account for such a big part of our overall sales. Some of our strongest markets at the

moment are Denmark, Sweden, England, and Germany, but this is constantly changing. We believe it is a reflection of the current economic situation. Earlier, for example, the countries in the southern part of Europe were also quite strong markets for us, but at the moment, the countries further north are doing better economically and that influences the picture.

**How do you identify the company?**

We see ourselves as an international design company. We work with many different designers from countries all around the world, and we sell our products all around the world. That has been the goal from the beginning, and our plan is for our exports to grow even further in the future.



# STREET

*°N Style Magazine's street style photographs  
people from Reykjavik, Oslo  
You might get inspired for your*

# STYLE

*ographers captured photos of outfits and  
Denmark and Helsinki.  
our own winter wardrobe.*

# StreetStyle *Reykjavik*

## **Elín Jakobsdóttir**

Coat / Gifted  
Jumpsuit / Aftur  
Scarf / Aftur  
Shoes / Dr Marteins  
Hat / Vintage  
Bag / Thrifted



**Laimonas Lúkas Baranauskas**

Coat / The Red Cross

Sweater / Hertex

Jeans / Outlet

Shoes / Spútnik

Glasses / Kolaportið

Scarf / Thrifted

Watch / Skólavörðustígur

**Ágústa Sveinsdóttir**

Jacket / Red Cross  
Fur collar / Nostalgía  
Scarf / Zara  
Shoes / Red Cross  
Pants / Nostalgía  
Sweater / Nostalgía

**Katrín Bragadóttir**

Fur / Red Cross

Dress / Rokk og rósir

Shirt / Nostalgía

Shoes / Hitt húsið



**Håkon Kinn**

Jacket / Tailor in Budapest  
Pants / Cheap Monday  
Shoes / Gregers



**Kaneyn Allen**  
Clothes / Carlings  
Shoes / Vans

**Jonas Foss**  
Jacket / Carlings  
Shoes / Converse



# StreetStyle *Denmark*

**Kristinn Óli**

Shoes / Gucci

Pants / Acne

Sweater / Givenchy

Shirt / H&M

Sunglasses / Moscot

Cap / Kenzo



**Caroline**

Jacket / Zara  
Shirt / Isabel Mahon  
Hat / Cos  
Bag / Burberry  
Pants / H&M

**Katrinte**

Jacket / Mads Nørdgaard  
Sweater / Samsø & Samsø  
Bag / Alexander Wang  
Pants / H&M  
Boots / Hunter  
Hat / Cos







**Mike**

Pants / Acne

Jacket / Acne

Shirt / Acne

Sunglasses / Own design

Shoes / Doc Martins





# StreetStyle Helsinki



## Kirsikka

Coat / Vintage

Scarf / Thrifted

Bag / Samuji

Jewelry / Grandmother's old

Shoes / Vagabond

Eyewear / Vintage





**Harry**

Coat / Our Legacy

Hat / A.P.C. x Carhart

Scarf / Homecore

Shoes / Tricker's x Nitty Gritty

Jeans / A.P.C.

Sweater / S.N.S. Herning



**Johanna**

Coat / Evil Twin (Asos)

Scarf / Diesel

Gloves / H&M

Jeans / Zara

Shoes / Nike

Clutch / Louis Vuitton



**Essi**

Coat / Weekday

Scarves / Thrifted

Shirt / Weekday

Necklace / Marni for H&M

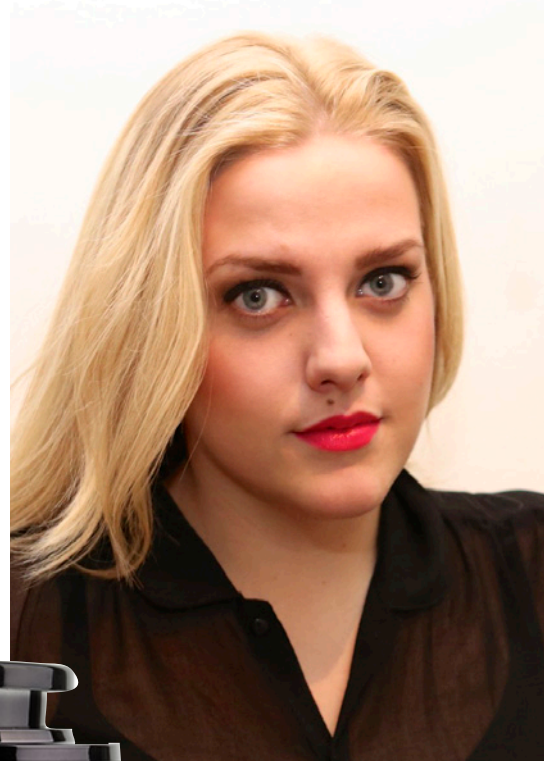
Bag / Tiger of Sweden

Shoes / Vagabond

Eyewear / Vintage

# My Favorite things

The makeup artist **Margrét Sæmundsdóttir** did our front cover and the 'In her presence' fashion spread this month. She works for Make Up Store in Iceland and teaches makeup in the Fashion Academy Reykjavík. Margrét shared her favorite beauty products with us.



## Tangle Teezer Aqua Splash

Tangle Teezer Aqua Splash is a hairbrush I love. Makes my hair look shiny and healthy. Aqua Splash is the newest version. When you're using it in the shower, the water doesn't get stuck inside. Brilliant.



## Vitamin Day Primer

Vitamin Day Primer from Make Up Store is a product I tried the other day and I love it. It's a day cream and primer all in one.

## Kókosolía

Kókosolía (coconut oil) from Himneskt is a product I can't live without. I use it for everything. For example: to take off my eye makeup, for body lotion, lip balm, shaving cream, and healthy recipes of course!



## L'Oreal Mega Volume Collagen

L'Oreal Mega Volume Collagen mascara is one of the newest things in my makeup bag and I really love it. Makes my lashes look thick and dramatic.



## Mandy

Mandy from Make Up Store is my favorite lipstick. It's the perfect hot pink color that works on everybody. I use it with a natural looking eye makeup and thick black cat eyeliner - love that look.



## Sphinx Wonder Blush

Sphinx Wonder Blush from Make Up Store is a blush I use everyday to contour my face. The mineral powder makes it look like its airbrushed on.



# Holiday hairdos

*Theodóra Mjöll Skúladóttir Jack just published a book this fall called 'HÁRIÐ' (The Hair) which contains over 70 easy and manageable updos for women with ten thumbs, as well as those with previous experience with updos. We love the book and got Theodóra to share with us two hairdos that you can use for the holidays.*

*How many women look in the mirror and think to themselves: "What on earth should I do with my hair today?"*

*It seems that today's women do less for their hair than previous generations.*

*The aim of the book is to encourage women of all ages to think before they leave the house with the everyday ponytail and a reminder of the importance of haircare. By overthinking the word 'hairdo,' many women have built a fear that it takes a lot of time and effort to put in a nice bun or curls. This fear is wrongly built and with good and right explanations, it is no problem.*

Photos / Saga Sig  
Makeup / Ísak Freyr  
Design and layout / Undralandið

Theodóra Mjöll



# Pinup Style



**1.**

Curl your hair with a curling iron or a flat iron.



**2.** Split the hair in two sides straight over the top of the head, shoulder direction.



**3.** Roll up the hair on one side of the head on your index and middle finger.



**4.** Keep on rolling the hair up on the fingers until you are at the scalp.



**5.** Hold tight at the hair with your fingers and move the hand in a way that the twist goes up the head. Pull the twist up and make sure you don't take your hand off the twist.



**6.** Pin the twist firmly until you are sure it will hold in place. Let go with your hand slowly and adjust the twist as you see fit.



**7.** Repeat the process on the other side of the head.

# Tight Twist





**1.**

Part the hair to one side.  
Take two hair locks where  
the hair parts.



**2.** Cross the two locks over each other.



**3.** Now take another two locks from each side and add to the first two locks and put them over each other.



**4.** Repeat the process down the side of the head.



**5.** Now take an extra lock in the twist but just from the back side.



**6.** Add one lock from the back of the twist and turn the twist ones. Keep going to the end of the hair.



**7.** Put a little rubber band at the end.

# STATEMENT

*Make a statement with your accessories  
look at some of the outstanding p*

# T JEWELRY

*s and stand out from the crowd. Have a  
pieces from Nordic jewelry brands.*

# Kria Jewelry

PHOTO: Elísabet Davíðsdóttir





BJØRG JEWELLERY

# Staka

PHOTO: Sigurjón Arnarson /  
Viktor Örn Guðlaugsson



# Poola Kataryna

PHOTO: Saaru Muranen





# Twin Within

PHOTO: Héðinn Eiríksson





# Zarah Voigt

*PHOTO: Vagn-Ebbe Kier*



# Shop the trend

*It's all about prints*



Kalda /  
Liberty.co.uk



Tiger of  
Sweden



Gestuz



Vila Clothes



Vero Moda



Cos



Only



# Shop the trend

*Leather outfit*



Just female



Vila Clothes



Vero Moda Very



Gestuz



Selected



Just female



# Eva Laufey Kjaran

## - Gourmet blogger

*Eva Laufey has a very popular blog, [evalaufeykjaran.com](http://evalaufeykjaran.com), where she primarily writes about what she cooks and bakes. She is studying business at the University of Iceland and works as a freelance journalist for Gestgjafinn, an Icelandic magazine about food and wine. We chatted with her about her blog and she shared with us a gourmet recipe for a Mexican chicken soup.*

### **Where does your interest for food come from?**

My interest started very early. My mother is a fantastic cook and she encouraged me and my siblings to participate in the kitchen at home. She didn't really have a choice when it came to my involvement because I am real foodie and I sneaked into the pots when she wasn't looking. My family really loves food so I couldn't help being influenced by that.

I really love cooking and baking. I disappear into another world while I'm working in the kitchen. I forget everything else and the only thing that matters is how much sugar, cream and flour I need for my dish. Creating something delicious from a few ingredients is to me a very interesting and fun process.



### **Why did you start blogging?**

A couple of years ago I decided to start blogging about a wide range of topics. My main interests are baking and cooking so my blog soon turned to a food blog. My blog has grown in these two years and I have been very fortunate with constantly increasing readership. I really love taking photos of food and all the photos on my blog are taken by me. My blog is really a kind of diary for me - I share recipes and photos of food, as well as photos from and reflections on my life.



# Mexican Chicken Soup

I am never far from the stove in my home and most of the time there is something atop it, simmering away. Soups are my favourite, especially on cold winter nights, and they are also a great quick dinner idea. This Mexican chicken soup is definitely my favourite - it is extremely easy to put together and my family and friends ask for this soup over and over. It's my opinion that if the soup gets to simmer away for a long time on the stove it will get even better. The

aroma in the kitchen is lovely and I love standing by the stove and just stirring the soup. I always make sure that I make a lot of soup so I'll have enough left over - there is something about soups that makes them even better the day after.

Enjoy!  
Eva Laufey

# Ingredients

SERVES 4 – 6 PEOPLE

2 tablespoons extra virgin olive oil  
1 large yellow onion, peeled and finely diced  
2 carrots, peeled and finely diced  
1 red pepper, finely diced  
1 green pepper, finely diced  
1 yellow pepper, finely diced  
1/2 leek, thinly sliced  
2 cloves garlic, peeled and minced  
1/2 red chili, seed removed and finely diced  
3 liters water  
2 cans diced tomatoes with their juice  
1 cup chicken stock  
1 can tomato purée  
4 chicken breasts, cut into small pieces  
200 g Philadelphia cream cheese with sweet chili flavouring  
1 cup cream  
Salt and pepper  
2 – 3 tablespoons curry

# Directions

Heat the olive oil in a medium soup pot over medium heat. Add the onion, carrot, peppers, leek, garlic, and chili. Cook, stirring for about 10 minutes or until they vegetables are softened. Turn the heat up to high; add the water, tomatoes and their juice, chicken stock, and the tomato purée. Stir with a wooden spoon and make sure it's well combined. Reduce the heat to low and simmer for 15 minutes. Cut the chicken breasts into small pieces and add them to the soup. Let the soup simmer for another 15 minutes. Add the cream cheese, cream, salt, and pepper at the end. Stir to make sure it's well combined. Let simmer for another 10 minutes.

It is really important to taste the soup while you are making it so you can adjust the seasonings and get the perfect taste.

Serve with cheese, sour cream and tortilla chips.

I love this soup and I highly recommend that you'll try it.

Make the soup with love and the soup will get even better.



# A day in a life of a designer



**8:30** I wake up and get me and my son, Jakob, going. Cheerios and coffee for breakfast. Classic.

**9:00** Jakob and I walk together to his kindergarten and then I walk to my studio. I'm lucky that I don't really need a car. Almost everything is in a walking distance for me. I share a studio with two colleges from Kiosk, which is our store on Laugavegur. We are nine designers that run the store together and have been running it now for over two years. I think designers should do this more in other countries. I work about once a week in Kiosk, but I think it's really good to be in contact with the customer. Shortly after I arrive, Helga Lilja, designer of Helicopter, arrives at our studio - or the penthouse like we prefer to call it - and we start the day by blasting Retro Stefson and doing a little morning dance. She makes us a beautiful smoothie and we admire our life and our studio. I find it best to do my emailing in the morning, so I contact the customs here in Iceland because I'm getting a shipment of silk dresses today. I'm excited!

**9:45** Today I'm going to make winter coats. Part of my production is still made in my studio but most of it in Estonia. I put the stupid steam machine on - it looks like a UFO - before I start cutting the wool. It's supposed to prevent the small pieces of fabric from going into my lungs. I guess you have to be careful with your health.

**12:00** Hildur Yeoman, another designer in Kiosk, drops by with her work and the three of us laugh and talk while working. I'm surrounded

by pretty amazing people, I have to say. We take a dance break and have a little lunch together. We hardly ever leave the studio and we always eat lunch there. Our studio is on the 4th floor so we're not so much into running up and down the stairs. We've also got a pretty good view of Esja and Snæfellsjökull.

**15:30** I get a call from Kiosk and I need to help out a little bit. I get myself ready and head off. Perfect timing because my dresses arrive half an hour later. I steam my beautiful new dresses and hang them up. Extremely happy with the work from Estonia. I manage to sell two before closing. Good start.

**18:00** Closing time at Kiosk and I head home. My spouse makes us dinner and the family eats together. I turn off my brain while watching the news and then I do some laundry.

**20:30** Jakob and I crawl into bed and I continue reading the Smurfs. I fall asleep for a few minutes but get my ass back into the living room because I still have some work to do. I'm picking out the best shots from the shoot the other day - the lookbook shoot for spring/summer 2013.

**23:00** I start to yawn and decide that's good enough for today. I get myself into bed and while I think about what I'm going to do tomorrow I fall into deep sleep.

**3:00** I dream I have dinosaurs for pets.





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