

# NORDIC STYLE

M A G A Z I N E





# EDITOR'S LETTER

It is always surprising and fun when working on this magazine how many new Nordic designers we discover as we go along. There are so many talented and creative individuals we look forward to featuring in our magazine.

The world is really tuning into the Nordic wave and noticing more and more what talent the region has to offer. Mid-March we attended DesignMarch and Reykjavik Fashion Festival (RFF) in Iceland and it was amazing! We met a lot of foreign press that were fascinated by Icelandic designs and the country itself, and it confirmed that the Nordic design scene is getting attention from around the world. Nordic is hot right now!

In this issue, we got a chance to interview some great Nordic designers like the talented Maria Black – a Danish jewelry designer, the Faroese design team Guðrun and Guðrun, and Morten Røssell – the design director at ROOM Copenhagen.

The Nordic Style Mag team is always growing, and with this issue, we welcome Nomi Laila Tuwel to our team as Beauty and Fashion Editor in Denmark. We also have eleven new bloggers joining our team - helping make [Nordicstylemag.com](http://Nordicstylemag.com) the place to get the news on what is happening with fashion, design, and culture in the Nordic countries. Their origin and interests vary, but they all have one thing in common: a great interest for Nordic talent. With more people joining our Nordic Style team, our network gets bigger and we reach a broader audience, something that we are extremely happy about.

Recently, we launched Nordic Style Magazine in the iTunes App Store, and you can access it [here](#). It is an extra service for our readers who have iPad and iPhone. Check it out! ☺

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, Elinórs Lindal 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 Sonja Rykiel, Estienne Egner, Chanel and Christian Dior and I was instantly smitten with the soft fabrics and wonderful cuts," says Elinórs, describing how eager she was to grow up and live the privileged life of an adult with a sense 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 principle of Pareto that I suddenly found a shelf in fashion that was interesting to me. The 80/20 rule says that 20% 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 (Lustering), L (Lustering) 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 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 is indeed educated working women who are responsible customers. Today we are not really 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 PCR 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

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

ELLA

ELLA

ELLA

NORDIC STYLE MAGAZINE



# My WISH LIST



## MARIA BLACK

Edgy studded hoops from Maria Black would be a very cool addition to any outfit.



## RÖHNISCH

With bikini season just around the corner, I need new training gear to get me going...

## FINSK

These are terrific heels for the summer. The colors are beautiful and I love the detailing.



## SCINTILLA

This very cozy and beautiful lambswool blanket is still on my wish list despite the spring weather.



## ANNE SOFIE MADSEN

I adore Anne Sofie Madsen's illustrations and would love to get my hands on this poster.

## H&M

This jumpsuit from H&M Conscious Collection is perfect, feminine and sexy and the hairband is a great detail to top off the outfit.





# °N

EDITOR IN CHIEF/FOUNDER Soffía Theódóra Tryggvadóttir  
soffia@nordicstylemag.com

CREATIVE DIRECTOR/FOUNDER Bjarni Ingimar Júlíusson

COPY EDITOR / PROOFREADER Kiley Larson

FASHION EDITOR Íris Hrönn Andrésdóttir

FASHION AND BEAUTY EDITOR Nomi Tuwell

JOURNALIST Stephan Lücke

WRITER Theodóra Mjöll Skúladóttir

CONTRIBUTORS Cille Smed Dawids

Hannah Hjördís Herrera

Linus Morales

Mikko Rasila

Pascal Vossen

Sara Vallioja

**Thanks to:** Hildur María Valgarðsdóttir, and all our bloggers; Anne Pfitzner, Eija Katriina, Gerður Guðrún Árnadóttir, Johanna Rämö, Katalin Horvath, Marta Káradóttir, Signý Kristinsdóttir, Sigríður Erla Viðarsdóttir, Sólrún María Reginsdóttir, Veera Toivanen and Þórhildur Einarsdóttir.

## COVER LOOK

**Photograher** Sara Vallioja

**Stylist** Shadi & Stephanie Productions

**Makeup & hair** Milla Puolakanaho

**Model** Reetta / Papparazzi

**Reetta wears:**

*Coat-dress / Minni f. Ronya*

*White top / Weekday - 1440*

*Pants / Hanna Sarén*







Available on the  
**App Store**



# Inside °N Style Magazine



Maria Black - Jewelry



Reykjavik Trading Co.



Mia Marionette



Hanna Gullichsen



Spring cleaning



A spring story



Gudrun & Gudrun





Spring awakening



Morten Røssell - ROOM Cph



Spring makeup looks



Soft curls - tutorial



Street Style

HUSET  
YOUR HOUSE FOR MODERN  
SCANDINAVIAN LIVING



MOLO NAKIA KIDS



BY MALENE BIRGER



NORMANN COPENHAGEN



ÅRY TRAYS

# Contributors



Mikko Rasila

Mikko Rasila, 32, Finland. Photographer for the fashion spread Spring awakening. Website: [Mikkorasila.blogspot.com](http://Mikkorasila.blogspot.com).

## What are your favorite websites?

JAK & JIL, [dlisted.com](http://dlisted.com), [hotomography.blogspot.com](http://hotomography.blogspot.com), [parasaikavuodesta.com](http://parasaikavuodesta.com), [vihreatalo.com](http://vihreatalo.com), [maalattua.blogspot.com](http://maalattua.blogspot.com), [chicling.blogspot.com](http://chicling.blogspot.com)

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

Label called Gtie.

## What are your favorite restaurants in Helsinki?

Atelje Finne in Helsinki.

## What are you passionate about?

Photography, fashion, food & wine, music, cinema, and travelling.

## Recent inspirations?

Continental European royalty

## Three-word style bio?

Detailed, distressed & sustainable



Nomi Laila Tuwel, 32. Writing my th  
culture studies. Beauty and Fashion

## What is your favorite website?

Ebay - I love to go treasure hunting

## What talent should we keep an e Up and coming.

A QUESTION OF - a sustainable s  
coolness.

## What is your favorite Nordic bra

Fall Winter Spring Summer - found  
across it doing the styling to this is

## What is your favorite Nordic dish

My husband's *stegt flæsk med per*  
with potatoes & parsley sauce.

## Fashion faux pas?

White tights.

## What is your favorite place in the

Copenhagen in the summer. I app  
brief period in Shanghai.





Nomi Laila Tuwel

thesis at the university in material  
on Editor.

g.  
**eye on in the Nordic countries?**

street fashion brand. Organic

**nd for this season?**

led in Oslo in 2012. I stumbled  
sue and fell in love with it.

h?

*sille sovs*. It's basically fried bacon

**e Nordic countries?**

preciate it even more after living a



Kiley Larson

Kiley Larson, 30, United States, Copy Editor / Proofreader

**What are you passionate about?**

This is totally cliché, but all things Nordic. My bachelor's degree is in Scandinavian studies (really!), and it has led me on winding road to where I am today – both personally and professionally.

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

Pretty much anywhere in Iceland – it's impossible for me to chose one specific location.

**What is your favorite Nordic dish?**

Icelandic lamb served with caramelized potatoes, red cabbage, and my mother-in-law's mushroom cream sauce.

**What is your favorite Nordic brand?**

Volvo. Seriously. I'm borderline obsessed. (Just ask my husband.)

**What is your favorite website?**

I'm an interior design fiend, so blogs like *My Scandinavian Home* or *Nordic Design* can keep me captivated for hours.

**What is your favorite restaurant in your home country?**

Well, my favorite Nordic restaurant in the U.S. would have to be Al Johnson's in Door County, Wisconsin (my birthplace). Admittedly, it's a bit of a tourist trap with goats on the roof and a decidedly Scandinavian-American menu, but it houses many of my childhood memories.







# Guðrun & Guðrun

By Stephan Lücke

*New York, Paris, Milan – these are basically the places to be when it comes to fashion. But the knitting label Guðrun & Guðrun from the Faroe Islands is also a huge success story since being established in 2006. The brand is owned by two Faroese women – designer Guðrun Ludvig and manager Guðrun Rógvadóttir. Their creative process is very closely linked to the isolation of the Faroe Islands. “It’s good to come to Tokyo, New York or Paris for inspiration, but it’s crucial to come back home to the silence and not be disturbed by the hectic life of fashion,” Guðrun Ludvig concludes. To find out more, I met up with the designer in their store, located in the Faroese capital Tórshavn.*









**You call the concept of your knitting fashion “slow clothing.” What do you mean by that?**

As you can talk about fast food and slow food, you can also talk about fast clothing and slow clothing. And the concept of the Guðrun & Guðrun collections is definitely slow clothing. Most of our pieces are handmade, meaning that women on the Faroe Islands and in Jordan have spent hours and hours in their houses, literally knitting time into every single piece of clothing. So once you have bought one of our pieces, you automatically feel relaxed when wrapping up in one of the oversized, wooly coats.

**When did you and your partner first meet?**

That’s quite a long story. About ten years ago I was living in Denmark with my former husband. At that time, I had just finished my degree as a designer and started to work in a fashion store. Then my husband decided to move back to the Faroe Islands. At first I was very sad because there was basically nothing for me to do here. I was already considering a new career, but then I talked to some people - mostly older people - and heard interesting stories about the old Faroese tradition in knitting. I have to say that knitting wasn’t very popular at that time - ten

years ago - it was just something that mothers and grandmothers did. Because I didn’t know what else to do, I started knitting on my own, creating on my own.

I made about five sweaters where I used these old Faroese patterns, but tried them in a new, more feminine way and then I sent them to the shop I had been working at in Denmark. My former colleague from that store phoned me the same day and told me she had sold all five sweaters. “Guðrun, you have to continue knitting and drop everything else,” she said to me. Her words gave me the courage to continue with my ideas and find a nice path for myself.

At that point I got in contact with the other Guðrun. She knew that I was a designer in the Faroe Islands and was doing something new. So she phoned me and asked if I could create clothing and accessories out of all that sheep skin and wool which otherwise had to be burned because nobody wanted it. You know, we have far more sheep than people here on the Faroe Islands and the lanoline oil which comes out of the sheep’s wool is not good for the environment – that’s the reason why so much wool and skin had to be burned. Guðrun always said it broke her heart when she saw all







those fires. And I also thought, it can't be true. From day one we had a good connection to each other... First we just did it in our spare time – we both had other jobs at the time – but then we moved on and founded Guðrun & Guðrun.

**The two of you live on the Faroe Islands now, right?**

No, the other Guðrun lives in Denmark. She has a Danish husband, so she lives there. But her heart is on the Faroe Islands, she always emphasizes this.

**But you live here, right?**

Yes, I live here in Tórshavn.

**How do you divide the work that has to be done for the company? Who is responsible for what?**

She takes care of the business – she takes care of all the customers worldwide, of the show rooms, our web shop and so on. And I'm responsible for the creative part.

**When did you and your partner sell the first piece of clothing?**

That was shortly after we started to work together. Guðrun and I did an exhibition in Denmark, and Japanese customers bought the first pieces.

**When did you open the store in Tórshavn?**

About five years ago. When we opened the store, we were in a smaller place but it quickly became too small.

**How has your business developed since you and the other Guðrun began working together?**

It has continued to grow the entire time. People are very interested in the story behind our brand and really appreciate that most of our pieces are handmade. We receive a lot of letters and emails from people thanking us for our products.

**Are most of your customers from the Nordic countries?**

No, they're from all over the world. We have a showroom in Milan and also in Antwerp and Berlin.

**What material are your pieces made of?**

Everything we use is organic. Our most popular line of classic sweaters is made from 100 percent untreated and undyed Faroese wool.

The Faroese yarn and lambskins used in our production are by-products from the production of mutton. In our new accessories line we use fish leather. This is also a by-product - the fish are caught for consumption and we make use of the skins.

**Is your knitwear completely handmade?**

Most of it, yes.

**Who does it?**

Here in the Faroe Islands, I have a lot of women who do the knitting. A friend of mine named Jórún – I worked with her in a preschool many years ago – takes care of all the knitters. She is a very good knitter herself and shows them how to do the first sample. She is also responsible for quality control. But here on the Faroe Islands there are only 47,000 people, so we need knitters from abroad as well.

**How many knitters work for you on the Faroe Islands?**

About 30 or 40.

**And also women from abroad work for you?**

Yes, we developed a women's project in Jordan. Guðrun was travelling in Jordan working on an EU project and discovered that there's a big tradition for Jordanian women to knit – just like here on the Faroe Islands. Their religion says that women have to stay at home, taking care of their homes. But those now working for Guðrun & Guðrun can knit at home – and still take care of the household. So it's not dangerous for them to be a part of our company. We believe that the empowerment of women begins with the opportunity for them to earn their own money. So Guðrun and I are very happy about that cooperation.

**Have you been to Jordan yourself?**

Yes, Guðrun and I have been to Jordan three times now. For us, it's important to know all our knitters personally, to look into their eyes...

**How many Jordanian women work for you?**

40 or 50. We have also just started working with women from Syria.


**How long does it actually take to complete one sweater?**

Oh, that's hard to say. Our knitters are almost addicted to knitting – so they just sit at home and









knit. You can do it in your spare time, and it's very relaxing. You can't really say how long it takes.

**Do you knit yourself?**

Yes, I also knit. I still do it. I mostly do samples for new collections.

**How often are you in the store in Tórshavn?**

Quite regularly, actually. I like to stay in contact with the customers. Usually Friday is my day in the shop. I speak with the customers, take care of the windows, create new installations, and so on. I really want the shop to look gorgeous. When I start working on a new collection, I prefer to stay at home, though. During that creative process, I sometimes travel to Suðuroy, the most Southern island of the Faroe Islands - where I'm from - and visit my parents. My mother is also a good knitter, and she also helps me with the company. From time to time, I also help my father shear the sheep. All of this gives me inspiration.

**So your homeland, the Faroe Islands, plays an important role in the creative process?**

When I'm in Tokyo or New York or wherever, that gives me a great deal of inspiration. But then I always get the feeling that I have to come back to Tórshavn to come down again. Then I start clearing up all the inspiration I got and make something new and different out of it.

**What plans do you have for the future?**

We want the company to grow, of course. We just started a women's project in Peru I am very happy about. The women in Peru are using a material that is only available there. So we were again thinking about the environment when we decided to ask the women to work with the material in Peru. Next month I will go to Peru and see how it is developing. It's like a mission that we're following - you know, to let women help women. Also we are working on opening a second store - which will be in Tokyo. Guðrun and I really fell in love with Japan after we went there for an exhibition. So having a Guðrun & Guðrun store in Tokyo would be a dream come true - and we're coming closer and closer to that.





# Íris Hrönn

## Fashion Editor

*Springtime is always so nice. It has that special smell in the air... that spring smell! It's still cold (at least here in Reykjavík!), but the sun shines just enough for you to put on your sunglasses and start daydreaming about summer. But until the summer arrives, here are a few things I've been daydreaming about for this spring...*

### ÓLAFUR ARNALDS



*HJALTALÍN*



*SIN FANG*

### TIGER OF SWEDEN

This gorgeous hat from Tiger of Sweden would go great with my spring wardrobe.



Good music is always on my most wanted list. Check out the latest albums from these Icelandic artists. I already have them on my iPod...on repeat!

### BJØRG JEWELLERY

This anklet from BJØRG is so cool I could almost faint! It gives a definite wow factor to any party outfit. I would wear it with black stilettos and a pencil skirt and have one on each ankle like they did at the Veronica B. Vallenes show...for a double wow factor!







*SAND*



*H&M*



*ENVII*



*MODSTRÖM*

Leather is a big trend this spring. I would love it if these leather shorts from Modstrom would find their way into my wardrobe.

I have a thing for power suits this season. They are the perfect outfit and work both at the office and after hours. I would wear this perfectly cut power suit from Sand with a black lace top, some heels and a bright clutch to give it a little color.



*HAY*

These brightly colored Kaledo trays from Hay would be perfect for serving some drinks and appetizers al fresco this spring.

*SAINT TROPEZ*

This striped dress from Saint Tropez is just right for spring and goes with everything: a statement necklace, a blazer, and some heels or a worn jean jacket and some sandals. Yes, please!





# At the c

*Wear stripes - one of spring's hottest trends -  
of color to amp up*



**Cubus**



**Vila**



**Jacqueline de Yong**



**Tiger of Sweden**



**Part two**



**Inwear**



# office

*to the office and mix in a little splash  
your look!*



Mads Nørgaard



Make up store



Tiger of Sweden

## To complete the look



By Malene Birger



H&M



Friis & co



Bianco

Sif Jakobs



Don Donna









# Maria Black

*Maria Black's Danish upbringing and education influence her eye-catching and edgy jewelry design. Each piece is crafted by hand in her London studio and is aimed at the fashion forward woman who wants to accessorize with something a little more playful. Her jewelry has been worn by celebrities such as Rihanna, Helena Christensen, Ke\$ha, Will Young, and Scarlett Johansson and has garnered notable design nominations and awards. We chatted with Maria about her background, the company, and what the future may bring.*



**Tell me a about yourself. Where are you from? What's your background?**

I was born and raised in Denmark by a Danish mother and Irish father. My mother and I moved around a lot to everything from the ghetto to a hippie commune, eventually ending up in Copenhagen. Bliss. It was the 80s and I, like most people my age, had a pretty unconventional upbringing. My mom was a real hardworking free spirit. She brought me with her everywhere, so I was introduced to the musicians and punks who were roaming the streets of Copenhagen in the 80s - a clear influence in my work later on.

**What or who inspired you to become a goldsmith?**

At a certain point in my life, I was traveling a lot and doing odd jobs here and there. I eventually ended up in Ibiza where I started working for two Israeli jewelers. The passion started then and there.

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

When I graduated in 2009, I was living in London and didn't really have an exit plan. I started selling my designs at different markets like the Sunday UpMarket at Brick Lane and Portobello Road. It gave me face to face experience and helped me realize what designs people liked and the collection developed from there. One morning, I received a call from Denmark informing me that I had won a significant grant from Maersk. I put all the money in a collection, got two agents, and the rest is history, as they say. The summer fashion week of 2010 was the true beginning and it was magical.

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

I have a very fierce and clean style that is easily recognizable. There are different collections - each inspired by an individual theme - but they always have the same touch of sexiness and a bit of edge. I never over do it, I always keep it clean. In addition, I am a geometrics geek and a real believer in the beauty of lines and shapes.

**Is all your jewelry produced by hand?**

All the jewelry is handmade. Every surface has been filed, shaped, sanded or polished. Most people have no idea how much work and care goes into producing a piece of precious metal

jewelry. It is one of the oldest trades in the world and some of the techniques still used today are hundreds of years old.

**What has influenced you most as a designer? Why? From where do you get your inspiration?**

I set a very clear outline for myself when I started. I would use no stones and only work with the metal as a medium. This greatly changes the rules of design since there is no distraction (from the stone), so you have to use texture and design to lure the eye. From my travels, I loved the way Indians used every single surface of the body for adornment - they basically invented eighty percent of all standard jewelry designs. I have been influenced by everything from youth culture to tribal imagery to design eras like the Art Deco movement. I keep my eyes open every day, all the time, and take a mental note of everything. My drawing teacher when I was a kid used to say 'to draw is to see' and I guess the same goes for design.

**Who do you design for?**

I design for myself and my girlfriends. I never had an age group in mind, but more a group of people that felt like there wasn't any jewelry out there that captured their personality. There is no grey zone with MBJ. Either you like it or you don't. Most of my girls wear their MBJ pieces with such imagination and style. I see their pictures on Instagram, Facebook, and Twitter and I learn from them.

**Last year you were nominated for the jewelry brand of the year at the Danish Fashion Awards and you won the designer of the year award from Costume, a Danish fashion publication. Have nominations and awards changed anything for your brand?**

Nominations and awards definitely change the scope of things. They help establish you as a credible brand. It is amazing to have someone, anyone tap you on the back and give you the thumbs up - especially if that someone is wearing seven-inch killer heels and clearly works in fashion.

**You collaborated with Anne Sofie Madsen for Copenhagen Fashion Week AW13. How did that come about? And what inspired your collection?**

My collaboration with Anne Sofie Madsen was














completely aside from my Eclectic Avenue collection and came about when Anne Sofie contacted me. I knew straight away we were on the same wavelength in regards to what we wanted and how we wanted to do it. We wanted something quite fierce and unwearable. The Siren look was hard work but so much fun to do, and I am very proud of the result.

**Do you think introducing your brand as Danish or Scandinavian to the global market gives you an advantage in any way?**

I am proud of my Scandinavian roots and

that is very clear in my designs and in our branding, but we think of ourselves as a global brand and act accordingly.

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

We have many plans and ideas, but we have to pace ourselves. In the spring, the first Maria Black store is opening in Silkegade in Copenhagen, where I'm also launching my Diamond Cut Gold Collection. We grow organically and, even though we are sprinting, we are good at going with the flow.

[www.maria-black.com](http://www.maria-black.com)









*Maria*  
*Black in 60*  
*seconds*

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

**Who's your favorite designer?** Phoebe Philo

**What's your favorite city to go to?** London. Haha, I live there. Lucky me.

**What's your favorite movie?** Breakfast at Tiffany's.

**What's your favorite item in your closet?** Black jeans.

**What's your favorite beauty product?** Laughter... lots of it!

**What is the best advice you have ever gotten?** "Push, push! Don't take no for an answer!" That was a girlfriend's answer to my question "How did you get us into the club???" She had just talked the seven of us into an overcrowded notorious private members club in Soho.



# Jewel

*Classic or with an edge! Fine jewelry  
for every*



*DYRBERG/KERN*



Necklace from Dyrberg/Kern

Ring from  
Dyrberg/Kern



Brac



Necklace from



Ring by  
David Anderson



Earrings by  
David Anderson



Brooch from



Bracelet from  
Sophie by Sophie



Sif Jakobs



# Mania

*Every piece is always elegant and appropriate for every occasion.*



Bracelet and earrings from Kalavala



Earrings by Nina K



Earrings by Charlotte Bonde



Bracelet from Lapponia



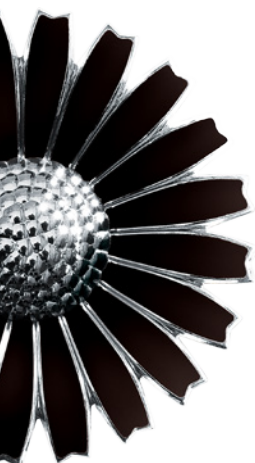
Earrings by Julie Sandlau



Bracelet by Cooe



Earrings by Annette Dickow



Ring by Georg Jensen



Ring from Aurum

*AURUM*







**Bracelet by Helle Bjerrum**



**Necklace by Ma**



**Earrings by Annette Dickow**

**Earrings by Mari Keto**



**Ring by Maria**



*TRINE TUXEN*



**Ring by Lind & James**



**Rings from Emquies - Holstein**



**Ear  
Tine**



**Ring by Trine Tuxen**



**Bracelet from Bjørg**



*KRIA JEWELRY*

ria Nilsdotter



Photo by Elísabet Davids

Black



arrings by  
e Trier



Earring by  
Vibe Harsløf

Earring by  
Cornelia Webb



Necklace from Kria Jewelry



jewellery



Maria Black



Earring by  
Jane Kønig



Ring by Maria Black





# A spring story

*The bright spring sunlight calls for classic Nordic coolness, elegance with a twist, and evening glamour.*

Text & Styling : Nomi Laila Tuwel  
Photographer : Linus Morales / Harvest Agency  
Makeup : Malene Windekilde / e.l.f. cosmetics  
Model : Clara Rørsig / 1st Option Model Management  
Photographer Assistant : Lucas Frisk Berqvist



*Jacket / Gai & Lisva  
Panties / Munderingskompagniet, The Royal Danish Ballet  
Shoes / Sofie Schnoor  
Rings / House of Amber (big amber ring)  
Nord by Thomsen (swan ring)*





*Rain boots / Stylesnob  
Dress / Soaked in Luxery  
Jacket / True by Lasse Spangenberg  
Cap / Glitter  
Bag / Filippa K  
Sunglasses / Triwa*





Shirt / 5preview  
Jeans / Bessie  
Shoes / Taxi  
Bag / Filippa K  
Sunglasses / Triwa  
Bag / Depeche  
Sunglasses / Prego







B

BANARD

Jumpsuit / Modström  
Shoes / Vagabond  
Sunglasses / Bonaparte  
Hat & Bag / Glitter







*Sweater / Guðrun & Guðrun  
Shirt / Fall Winter Spring Summer  
Sunglasses / Glitter  
Rings / Nord by Thomsen (tiger ring)  
Rabinovich (double ring)*













*Vest / Revival  
Top / H&M  
Shorts / Cheap Monday  
Shoes / Duffy  
Bracelet / Rabinovich  
Ring / Troldekugler*





*Dress / Zadig & Voltaire  
Top / Elsa Adams  
Sko / David Andersen for Bianco  
Earrings / No9*









# ROOM COPENHAGEN

*ROOM Copenhagen is a young company born in the  
midst of financial crisis in 2008, focused on  
designing products through user research and  
like LEGO and Pantone, but with a focus on  
We caught up with Morten Røssing, CEO of ROOM  
Cph, to chat about the challenges of starting a company  
well as the company's design philosophy.*





# LAGEN

*g design company founded in the  
10. Their primary focus has been  
licenses from well-known brands,  
h clean Scandinavian aesthetics.  
sell, the design director at ROOM  
s of designing under a license as  
's roots and vision for the future.*



Morten Røssell - Design Director









**How was it, starting a design production company in 2010 when people were decreasing their design purchases?**

It is true, the timing could have probably been better. On the other hand, the first collection we launched was our LEGO storage and LEGO lunch collections, and they sold incredibly well.

Everybody in the world knows and loves LEGO, and it seems that our products were just what they had been waiting for.

**What made you decide to join ROOM Cph as head designer and close your own design office?**

Well, the difference between working on my own versus working in a newly established company isn't really that big.

In the beginning at ROOM Cph we had to invent everything from scratch. We didn't have a graphic identity, we had almost no products, and we were looking for a new office to move in to.

Now, three years later, we have a really nice office in the center of Copenhagen – and a lot of great products.

In the beginning, you can't just call someone to help you out if you are stuck with a problem – you have to solve it by yourself.

In my department, we designed everything from new products to new graphic identity to designing our new office and stands for all the trade fairs we attend – and we built it all ourselves as well.

It was pretty much the same I did when I was on my own.

**What is your personal inspiration for your designs?**

I find a lot of inspiration in the brands we work with, of course. But in general, I just try to make good, clean Scandinavian design. I think I tend to remove stuff from my design – I remove details to make them sleeker and more monolithic. There is so much noise in the world, so I try to make it





a bit more quiet through design.

But I also try to implement a little bit of unpretentiousness and humor into my products. I don't like when design and designers get too self-aware and pretentions.

**ROOM Cph manufactures design products with licenses from other companies. How does that influence the design process? Are there specific challenges related to the process because of the licenses?**

Yes, there are really a lot of challenges. When we started making products under license, we decided that if we were going to do it, we should be very serious about it. On the market you see a lot of licensed products, where the brand/label is just slapped on a standard product. Today it is Brand X, tomorrow it could be Brand Y.

But we didn't want to go there. When we work

with licenses, we start from the beginning and design our own dedicated products. We aim to make the product identity so strong that even if you peel of the brand name, you will still recognize it as a LEGO, Pantone or other brand product.

We really have a lot of restrictions from the brands to insure that our products are true to their identity. Our products should serve as an extension to the brand - not just as a smart way of making money for us. Having restrictions is the only way to insure that our products live up to the standards of the actual brand.

**What is ROOM Cph's part in the design process? Are all the designs done in-house?**

Most of our designs are done in-house, but the Pantone range was designed by an external design office, Holcher Design.





It is my responsibility to insure that all the products in our ranges live up to our – and the brands’ - standards, and we are really pleased with the work Holcher Design did on the Pantone range.

**What is the vision for the company?**

We will definitely continue working with brands, but we haven’t yet decided if we want to take on new brands. If we decide to take on another brand, it has to be something really special – like LEGO. But we haven’t found that new brand yet.

Besides the brands, we are also working with

external designers – starting with introducing a large range of products designed by Danish designer Ole Jensen. Ole has previously designed well-known products for Royal Copenhagen, Louis Poulsen, Normann, etc. We are really pleased with this collection and can’t wait to show it at Maison et Object in Paris in September.

We are working with other designers as well, but it is still too early to tell who they are. What we offer our designers is the opportunity to design a range of products instead of just single items - that way it makes a stronger statement, and makes it a lot more fun for the designer.









These “designer collections” will be part of our ROOM Cph brand range, and this range will also include products designed by me and my in-house design team.

**Why did you choose to have Copenhagen in the name of your company?**

I know, it is maybe a little bit worn out to use “Copenhagen” in your brand name. But we are an international company, and I think that 70 to 80 percent of our sales are outside Scandinavia, and out there, being from Copenhagen actually does carry a certain significance. Scandinavian design is a huge thing abroad – especially in the US and in Asia. That’s the reason we use it.

**So, do you think originating from the Nordic countries gives ROOM Cph a competitive edge?**

Yes.

**What part do you think design plays in the Nordic countries?**

I guess it is hard to see when you are a Scandinavian, but there is no doubt that we have a very, very high design standard in the Scandinavian countries – and that it is so well integrated in our everyday lives, that we maybe don’t even recognize or appreciate it. But, you definitely see it when you travel abroad. Just driving on a freeway in the US with large, ugly billboards all over the place, you can really notice a difference.

IKEA is another good example. It might be a bit boring and old news for us, but outside Scandinavia, it is really different, clean looking, and very Scandinavian.

Scandinavians love good Scandinavian design, but we are starting to pick up influences from the around the world and blend them with our own design.

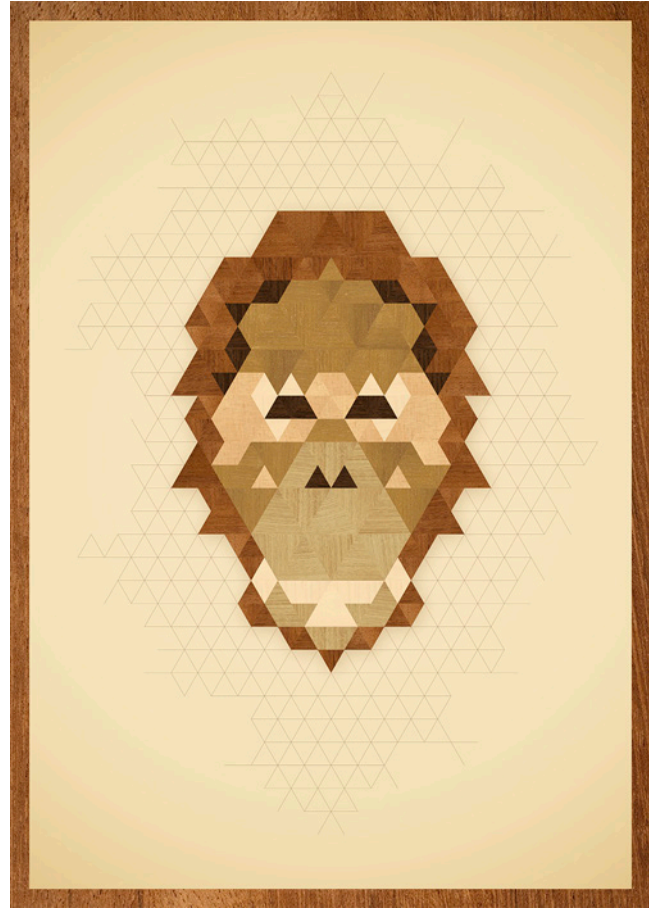




# Your home

*Be inspired by these beautiful Nordic  
to make your home*

**Chocolate fondue  
set from Menu**



**Poster by Einar  
Guðmundsson**



**Chair by Dögg  
Guðmundsdóttir**



**Rug from HAY**



**Pillow**



# is your nest

*Artic designs for your home...designed  
nest more cozy.*

Light by  
Finnsdóttir



Lamp by Finnsdóttir



Lights from  
Superliving

Vases from  
Ferm Living



Candle sticks from  
Georg Jensen



Pantone cups from  
ROOM Cph



Pillows from HAY



Pillow from Scintilla





# Kiley Larson

## Copy Editor

*Our apartment in NYC is fairly open but rather tiny, so these Nordic children's designs would be great for my sons because they are practical enough to (literally) fit into our urban dwelling and lifestyle, and aesthetically pleasing enough that we wouldn't feel compelled to stash them away in the bathtub when hosting guests.*

### **BOBLES ANT EATER**

This fun furniture line not only helps kids improve their motor skills, but also ignites their imagination with its multiple forms and functions.



Available in literally every color of the rainbow, it's nearly impossible to pick a favorite hue. And unlike many backpacks, this classic tends to get better with age.

### **FJÄLLRAVEN KÅNKEN MINI**

### **STOKKE TRIPP TRAPP**

There is a reason why this icon remains virtually unchanged from when it was first released over 40 years ago. With its clean lines and brilliant adaptability, it embodies everything fabulous about Nordic design.

### **TULIPOP MELAMINE DINNER SET**

These whimsical dishes would bring cheer to the breakfast table on even the dreariest of mornings.



### **DOGGY BUILDING BLOCKS BY EERO AARNIO**

The creative possibilities are endless with these playful blocks. Fun for little kids and big kids alike!





# Spring Trend Report



# Trend *Metallic*



Norrback / copenhagenfashionweek.com



Soulland / copenhagenfashionweek.com



Maria Nordström / mercedesbenzfashionweek.se



Ann Sofie Back / mercedesbenzfashionweek.se



Stine Goya / copenhagenfashionweek.com



DAY Birger et Mikkelsen / copenhagenfashionweek.com



# Trend *Minimalistic*



Wackerhaus / copenhagenfashioniweek.com



Tiger of Sweden / mercedesbenzfashionweek.se



Bruuns Bazaar / copenhagenfashioniweek.com



Stylein / copenhagenfashioniweek.com



Filippa K / mercedesbenzfashionweek.se



Peter Jensen / copenhagenfashioniweek.com



# Trend *Powersuit*



White / copenhagenfashionweek.com



Fadi El Khoury / mercedesbenzfashionweek.se



Wood Wood / copenhagenfashionweek.



Stine Goya / copenhagenfashionweek.com



YDE / copenhagenfashionweek.com



Filippa K / mercedesbenzfashionweek.se



# Trend *Top Volume*



Stine Goya / copenhagenfashionweek.com



Dagmar / mercedesbenzfashionweek.se



Altewai.Saome / mercedesbenzfashionweek.se



Carin Wester / mercedesbenzfashionweek.se



Freya Dalsj  / copenhagenfashionweek.com



Designers Remix / copenhagenfashionweek.com



# Trend Brights



Barbara I Gongini / copenhagenfashioniweek.com



Soulland / copenhagenfashioniweek.com



Moonspoon Saloon / copenhagenfashioniweek.com



Tabernacle Twins / copenhagenfashioniweek.com



Ivan Grundahl / copenhagenfashioniweek.com



YDE / copenhagenfashionweek.com



Dagmar / mercedesbenzfashionweek.se



Baum und Pferdgarten / copenhagenfashionweek.com



Lagom / mercedesbenzfashionweek.se



By Malene Birger / copenhagenfashionweek.com



Edith & Ella / copenhagenfashionweek.com



J. Lindeberg / mercedesbenzfashionweek.se



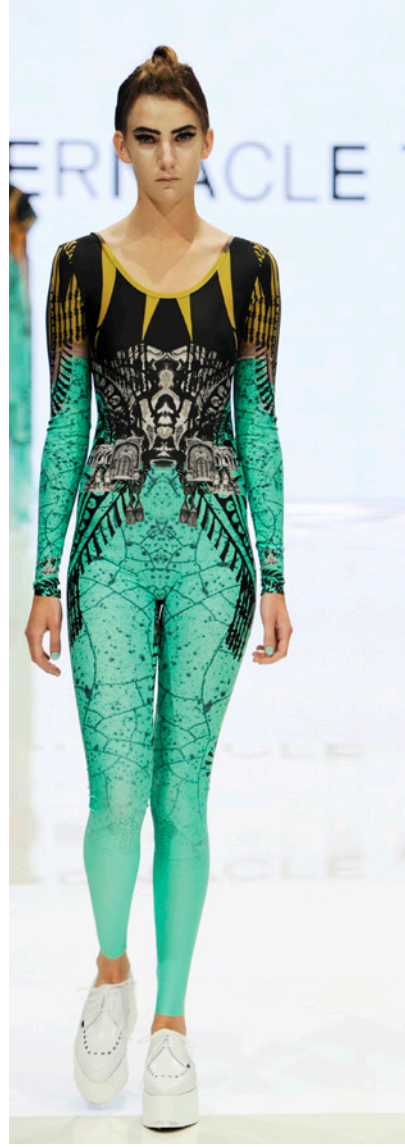
# Trend *Graphics*



Tiger of Sweden / mercedesbenzfashionweek.se



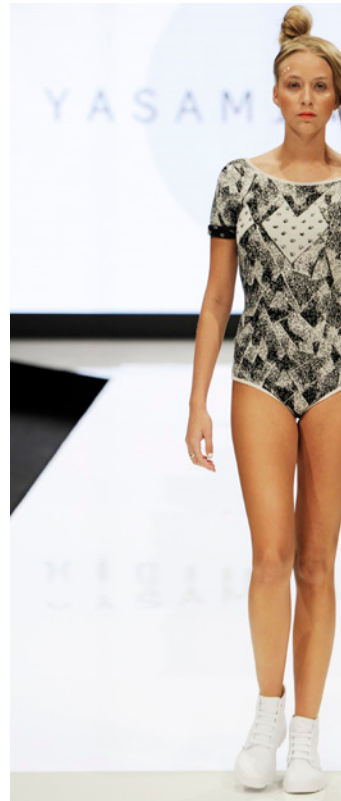
Anne Sofie Madsen / copenhagenfashionweek.com



Samuji / Samuji.com



Hope / mercedesbenzfashionweek.se







Tabernacle Twins / copenhagenfashionweek.com



Carin Wester / mercedesbenzfashionweek.se



Dagmar / mercedesbenzfashionweek.se



Ida Sjöstedt / mercedesbenzfashionweek.se



Whyred / copenhagenfashionweek.com



Designers Remix / copenhagenfashionweek.com



# Trend Matchit



Carin Wester / mercedesbenzfashionweek.se



Soulland / copenhagenfashioniweek.com



Moonspoon Saloon / copenhagenfashioniweek.com



Wackerhaus / copenhagenfashioniweek.com



Baum und Pferdgarten / copenhagenfashioniweek.com



Asger Juel Larsen / copenhagenfashioniweek.com







Wood Wood / copenhagenfashioniweek.com



Peter Jensen / copenhagenfashioniweek.com



Mes Dames / copenhagenfashioniweek.com



Stine Goya / copenhagenfashioniweek.com



Dagmar / marcodesbenzfashioniweek.se



Henrik Vibskov / copenhagenfashioniweek.com





Mia  
Stølen  
Fashion blogger

[miamarionette.com](http://miamarionette.com)



*Mia Aadland Stølen is a 25-year-old from Bergen, Norway, studying Design Management at Parsons in Paris. Her blog, Mia Marionette (miamarionette.com), where she posts street style photos of some of the biggest names in fashion right now has become really popular. Mia describes herself as “a curious girl from the north trying to figure out her spot in the fashion industry.” We got a sneak peek at some of her favorite things along with what’s on her wish list for spring.*

**Why did you start your blog?**

I was intrigued by the fashionable crowd that would appear in the streets every fashion week when I first moved to Paris. The fashion industry has always fascinated me, and I wanted to be a part of it and to get to know the people who are making it interesting. I figured that my entry ticket could be my camera and to have a blog to report to.

**What’s something interesting your readers don’t know about you?**

I am absolutely terrified of E.T. from the movie by Steven Spielberg. Please don’t put a photo of E.T. next to this article because then I won’t be able to read it.

**Could you share a fun/interesting story related to what you do?**

When I was six, I was singing on national television. One time, I managed to wear my favorite bright pink, puffy house slippers on stage – live – without the production noticing before it was too late. It was definitely the least stylish public appearance I’ve ever made, but I am still stubborn when it comes to my personal style and believing that, in the end, it all comes down to the fact that confidence is the most stylish thing you wear!

**What are your favorite websites?**

*BOF and Trendland.*

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

Maria Van Nguyen from the *Vanillascented* blog. She is an up and coming designer, and I am really fascinated by her work and interpretation of fashion.

**What are you passionate about?**

Style and trend forecasting.

**The last thing you bought for your closet?**

Gianvito Rossi metallic leather and PVC pumps. I can’t wait to spend my summer with them!

**What’s fun?**

Skydiving, Telemark skiing, and dancing on the couch to loud music together with my friends.

**What do you want to be doing and/or have achieved in five years?**

I wish I had the answer to that question! I have several ambitions, but have not figured out what to go for yet. I want to be challenged creatively and work with people who can teach me new things everyday. The fashion industry has been my field of study for the past few years and I keep discovering new things about it, so continuing in this direction is certain – I can’t wait to discover where the wind will take me!





*MIU MIU  
top*



*BALMAIN  
printed tank*



*BY MALENE  
leather blazer*



*ACNE  
boyfriend jeans*

# Mia's spring wishlist



*MARNI  
leather skirt*



*KENZO  
pants*



# Mia's street style



*Crossbody from  
SHOUROUK*



*CHARLOTTE OLYMPIA  
slippers*



*BURBERRY PRORSUM  
shoulder bag*



*VALENTINO  
flats*



Photo: Marte Dahlgren



Photo: Alexander Nordheim





*“A stack of fashionable reads I have been using for months”*



*“A collection of my favorite editorials from Vogue”*

*“A sample from a project I recently did with Hermès”*





*“My favorite perfume,  
from Guerlain”*



*“Readings that  
inspired my thesis”*



*“I can't wait to  
discover where the  
wind will  
take me.”*



*“My best buy this winter,  
my Burberry boots”*





# Spring Cleaning

*Springtime means spring cleaning. Rinse off winter to start fresh and be ready for your new sun-kissed face. And always remember to finish with a good moisturizing cream!*

Text & Styling : Nomi Laila Tuwel  
Photographer : Linus Morales / Harvest agency  
Makeup : Jenny Hildrin / Harvest agency  
Model : Agnes K / Swedenmodels  
Styling Assistant : Maya Steen Nyholm  
Photographer Assistant : Lucas Frisk Berqvist  
Makeup Assistant : Kristina Trones







1.



2.



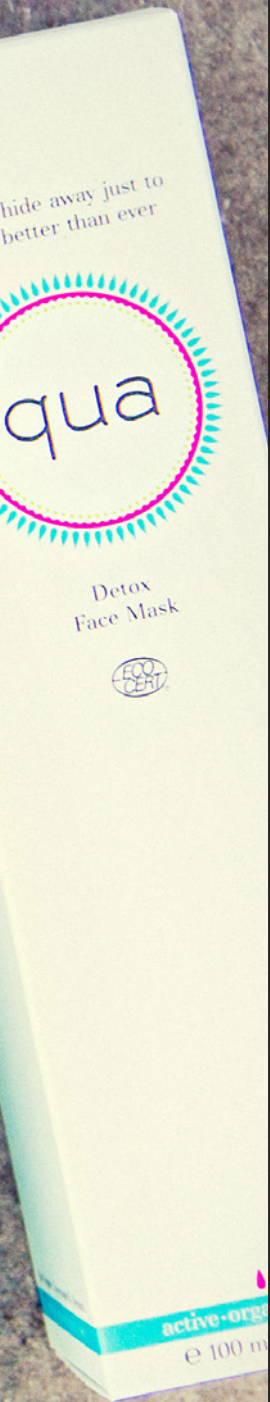
3.



4.







## 1. RazSpa, *Orange Peeling*

A facial scrub for mature and sensitive skin. Enriched with both vitamins A and E, it contains unrefined cane sugar which is perfect for skin peeling. When dissolved on damp skin, it produces a mild sugar acid that gently removes dead skin cells and refreshes the skin. Orange stimulates cell renewal, uplifts, and is detoxifying.

## 2. Qua, *Detox Face Mask*

Eliminates the signs of stress and fatigue from your face and leaves your skin looking fresh and feeling revitalized. Combines natural, active ingredients to boost cell renewal, as well as detoxify and refresh skin. The formula includes organic shea butter, aloe vera, and certified organic macadamia and jojoba oils.

## 3. Estelle & Thild, *Facial Toner Rose Otto*

An alcohol-free firming facial toner with a complex of nutrients to hydrate and soothe. Apply morning and night onto cleansed skin before applying moisturizing cream, or use any time during the day for a boost of natural freshness.

## 4. Raunsborg, *Day Cream Nordic*

Absorbs into the skin quickly, adds moisture, and keeps the skin feeling fresh and soft throughout the day. Ceramide 2 helps delay the skin's natural signs of aging, while active botanical extracts of dandelion tighten and improve skin's elasticity, and oil essence of arnica soothes the skin. The scent of birch adds an extra feeling of freshness.

## 5. Beauté Pacifique, *Enriched Toner*

This toner acts as an astringent that cools the skin without drying and removes excessive oily residue. The alcohol in it has disinfecting properties and leaves the skin feeling fresh. Liquorice root extract helps to reduce irritation within the skin.



1.



2.







3.

### **1. BodyNordic, *Cleansing milk***

A nourishing cleansing milk for all skin types. Enriched with elderflower extract which is known for its refreshing and nourishing qualities, as well as French rose extract which has a astringent effect on the skin.

### **2. Akademikliniken, *Pure Antioxidant Creme***

A hydrating and nourishing moisturizer rich in antioxidants and hyaluronic acid. Prevents premature skin aging. The hygienic dispenser prevents contamination of the product.

### **3. Qua, *Exfoliating Peeling Mask***

Removes dead skin cells, promotes cell renewal, erases fine lines, and improves skin tone. Contains rice grains and clary sage, a natural source of vegetable omega-3 and omega-6.



1.



3.



2.



ICE WASH  
NORDIC  
ALL SKIN TYPES



4.







5.

## **1. Tromborg, *Mud Mask Mineral-Rich***

As natural it can be. Mud is one of the oldest known beauty products for the care of skin and hair. This mask has a great level of minerals and trace elements with antibacterial, purifying, and stimulating properties. It penetrates deeply, effectively cleans the skin of impurities, and works on balancing sebum production. It also soaks up excess fat and normalizes clogged skin using clay minerals in the form of cotton soft silicates.

## **2. Comwell Spa-losophy, *Deep Cleansing Clay Mask***

This deep cleansing mask absorbs impurities and contains soothing and moisturizing oils from avocado and vitamin E, leaving the skin feeling fresh and soft.

## **3. Tromborg, *Herbal Cleansing Oil***

Nourishes and cleanses the skin and removes waterproof make-up. Contains cold-pressed, organic argan oil in a highly nourishing and healing concentration. Stimulates and stabilizes the skin's biomembranes and leaves the skin vibrant, clean, and beautiful. It has an anti-inflammatory effect and keeps the skin balanced.

## **4. Raunsborg, *Face Wash Nordic***

A mild, foaming face wash with the fresh scent of birch. Easily and efficiently removes makeup, dirt, and impurities from the skin.

## **5. Purely professional, *Facial Cleanser***

A mild sulfate-free face wash with chamomile which gently cleanses the skin of all traces of makeup and dirt.



4

1.



2.



3.




5.



6.





## 1. Rudolph Care, *Travel size Acai Cleansing Milk*

A mild and gentle cleansing milk that cleanses the skin, removing makeup and impurities easily and effectively. It nurtures, moisturizes, and rebuilds the skin with its vitamin- and antioxidant-rich formula, leaving you with a bright, natural glow.

## 2. Moyana Corigan, *Lippies Lemon Frosting*

Helps you overcome dry lips. Contains organic raw sugar and nurturing shea butter. The result is soft moisturised lips. Available in eight delicious flavors.

## 3. Akademiklinikken, *Pure Radiance Cleanser*

Pure Radiance Cleanser gently cleanses and effectively removes all traces of impurities and makeup. The botanical extracts of apple, grapefruit, and apricot is soothing on the skin and has a natural cleansing effect.

## 4. Raunsborg, *Face Scrub Nordic*

A mild exfoliating gel with the fresh scent of birch. The scrubbing effect is further enhanced with pumpkin seeds which effectively remove dead skin cells, leaving the skin fresh and silky. The extracts of chamomile are soothing and softening, while birch bark strengthens and tightens the skin.

## 5. Face Stockholm, *Makeup Remover*

An oil-based, do-it-all formula that removes even the most stubborn, long-wearing products. Botanically-based with skin hydrating nutrients, it is thorough without being harsh. Olive oil combined with jojoba and vitamin E softens the skin, revealing a refreshed and supple complexion.

## 6. Rudolph Care, *Facial Mist*

A gentle facial mist with a mild scent. Rich in antioxidants that are regenerative and help to postpone the skin's signs of aging. Fatigue, dryness, and impurities are reduced making your skin feel fresh and clear. It can also be used as a cleansing tonic without drying out the skin.



# SIGNATURE LOOK

*Every season, the international makeup  
look - much like trends in the fashion  
of the leading Nordic makeup brands  
Recreate your own version or*

Text & Styling: Nomi Laila Tuwel  
Photographer: Linus Morales/Harvest agency  
Makeup: Jenny Hildrin/ Harvest agency  
Models: Shams B/ MIKAs, Agnes K/Swedenmodels,  
Cathinka Regeur / 1st Option Model Management  
Styling Assistant: Maya Steen Nyholm  
Photographer Assistant: Lucas Frisk Berqvist  
Makeup Assistant: Kristina Trones



# E MAKEUP BOOKS

*Makeup brands present a signature  
look for the fashion industry. We have gathered six  
brands signature look for S/S 13.  
just let yourself get inspired.*



# FACE STOCKHOLM

BASE: Liquid Mineral Foundation, Matte Finish / BROWS: Brow Fix, Tinted / EYES: Shimmer Shadow in Basfärg as the base; / Pearl Eye Shadow in #24 on the lid, blend up; / Matte Eye Shadow in London Dimma along the lower lash line; / Lash Lift Mascara in Black, curl the eyelashes / LIPS: Lipliner in Lauren; / Lipstick in Champagne; / Nektar Lipgloss in Nyponros / NAILS: Nailpolish #110

Bracelets: Sif Jakobs  
Necklace: Selected



# MAKE UP STORE

BASE: Liquid Foundation in Toast / CHEEKS: Microshadow in Cosmopolitan on the upper cheek; / Blush in Cherry Blossom under the cheekbones, blend together / EYES: High Tech Lighter in Full Moon; / Microshadow in Desert as a highlighter; / Cake Eyeliner in Black in the upper and lower waterline; / Microshadow in Now under the inner eyebrow, fade out to the crease; / Microshadow in Hummingbird on the outer eyelid, faded into the middle of the eye and along the lower lash line; / Eye Dust in Sand to blend the eye shadows together and for a glow; / Max Lashes in Black / LIPS: Lipstick in Culture; / Gloss Lips in Vide

Ring: Frk. Lisberg  
Bikini: H&M



# MSCHIC

FACE: Matte Eyeshadow in White Wedding as a highlighter / CHEEKS: Butterfly Pink, Eye Shadow Palette / EYES: Matte Eyeshadow in Bachelorette Pink on the eyelid; / Matte Eyeshadow in Black Widow as an eyeliner / LIPS: Pure Lip Liner in Nejked; / Lip Kiss in Kawaii

Cardigan : Edith og Ella  
Earrings: titiMadam



# TROMBORG



BASE: Mineral Foundation in Vanilla / CHEEKS: Face & Body Shine as highlighter on cheekbones, dab it on; / Creamy Lip Cheek Eye Powder in Peachpuff on the cheeks / EYES: Blush in Vintage on the eyelid; Eye Shadow in Velvet in the crease and outer edge of eyelid, slanted upwards; / Eyegrease in Thunder with the pink tone over the eyelid, the brown in the crease, and the aubergine color along the outer edge of the eye; / Natural Active Eye Power Black as eyeliner; / Mascara Black; / Clear Mascara Browfix / LIPS: Lipgloss in Seduce



# GOSH

PRIMER: Velvet Touch Foundation Primer Classic to smooth out the skin / FACE: BB Cream in 03 Warm Beige; / BB Skin Perfecting Kit Highlighter + Concealer in Light applied on top of the foundation to cover the redness and also over the eyes and lips to highlight / CHEEKS: Multi Colour Blush in 50 Pink Pie / EYES: Click'n Conceal under the eyes and eyelids for base; / Eyebrow Kit in Dark; / Mono Eye Shadow in 013 Sand over the entire eye, 007 Coral in crease, / 009 Copper in outer corner and eyelid, blend up; / Velvet Touch EyeLiner in 021 Renaissance Gold along the upper lashline; / Mono Eye Shadow in 009 Copper along the lower lash line; / The Ultimate Eyeliner in 01 Back in Black in the upper and lower waterline; / Show Me Volume Mascara, curl the lashes / LIPS: Gloss éclat & brilliance no 10 on the lips / Velvet Touch lipstick in 152 Mandarin

Necklace: H&M



# Ink by Dennis Knudsen

FACE: Perfection Primer in 01 Clear; / Perfection Foundation in 06 Golden; / Corrective Concealer in 04 Medium; / Pressed Powder in 01 Transparent; / Bronzing Powder in 03 Tan on the cheeks; / Powder Blush in 03 Bronze / EYES: Cream Eye Shadow in 01 Beige on the lids as a base and on the inner corner of the eye; / Liquid Eye Liner Pen in 01 Black / Palette Eye Shadow in 08 Smokey using the white as highlighter under the brows; / Palette Eye Shadow in 10 Dusty Green in the crease and inner corner, fade it out with the grey/purple tone; / Solo Eye Shadow in 07 Turquoise on eyelid and lower lashline; / Solo Eye Shadow in 08 Petrol Green outer eyelid corner; / Eye Intensifier Eye Liner in 05 Pacific Green as eyelid wing; / Intense Volume Lashes Mascara in 01 Black; / Brow Perfecter in 02 Grey Brown / LIPS: Perfect Stay Lipstick in 16 Nude

Black earrings: Sif Jakobs  
Black top: Abecita



# Soft curls







**1.** Start with your hair clean and dry before you begin curling your hair and comb through it.

**2.** Take a thin horizontal section on the back of your head, pinning the rest of the hair up. Curl the lower part with a medium size curling iron.

**3.** Take another thin horizontal section, two centimeters above the first one, and continue curling the hair. Try not to make each curl too thick or too thin.



**4.** Continue curling the rest of the hair all the way to the top using the same directions.

**5.** Apply hairspray evenly over your hair.

**6.** With a good hairbrush, brush your curls from your roots to the ends.. The more you brush, the softer your curls will get.

**Hair:** Theodóra Mjöll using label.m and HH Simonsen

**Make up:** Erna Hrund, ReykjavikFashionJournal, using L'Oréal.

**Photographer:** Jónatan Grétarsson, jonatangretarsson.com

**Model:** Hafdís / Eskimo models



# Hair trends



## The Tomboy

Be a little rebel and style your hair with a tom-boy edge. The secret is to make the sides of your hair sleek



## The Wet Look

The secret to achieving this look is a lot of gel or other gel-like hair products. For a very sleek look, apply seeking.





By Malene Birger / copenhagenfashionweek.com



Elsa Adams / copenhagenfashionweek.com

ek and give your bangs a high lift.



Tabernacle Twins / copenhagenfashionweek.com



Asger Juel Larsen / copenhagenfashionweek.com

the gel and brush the hair over and over again with a comb or a brush, until you get the look you are



# Shine

*Brighten up your wardrobe with some color  
the sunny side of*



Vila



By Malene Birger



2nd Day



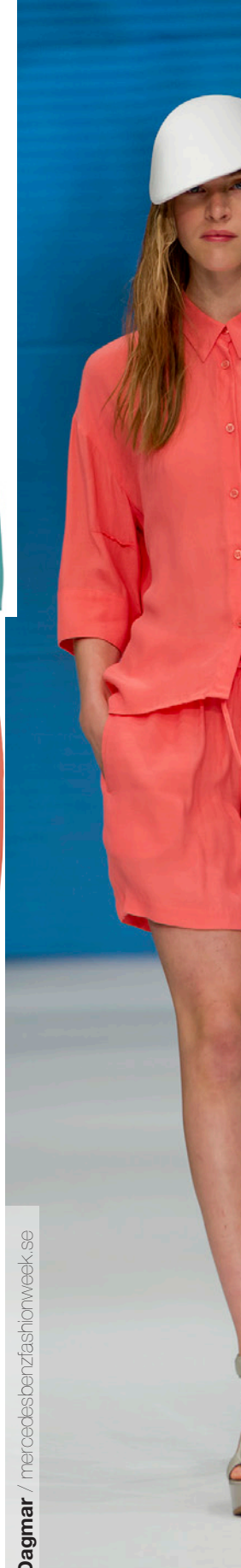
Lindex



Stella Nova



Acne





# bright!

*ful items. These pieces are sure to put you on  
f life this spring.*



**Rützou**



**Samsøe & Samsøe**



**Samsøe  
&  
Samsøe**



**BZR**



**Mads Nørgaard**

**Mads Nørgaard**



# Stripes

*Spring fashion is overflowing with stripes.  
pick one piece or wear s*

Lindex



Acne



Lexington



Soaked in Luxury



By Malene Birger



Envii





# all over!

*Wide or narrow, colourful or monochrome, stripes from head to toe!*





# White o

*All white is the look for this season  
cool crisp*



**Hunkydory**



**Minimarket**



**H&M**

**State of wow**



**Noir**



**Mads Nørgaard**



**By Malene Birger**



**Ganni**





# on white

...n. Check out these white items for a  
spring look.



**Designers Remix**



**Hunkydory**



**Samsøe  
&  
Samsøe**



**H&M**



**By Malene Birger**



**Ganni**



# Comfort i

*Loose fitted pants are big this spring. F*



**Object**



**Envii**



**Only**

**Vero Moda**



**Munthe plus  
Simonsen**



**Mads  
Nørgaard**





# is the key!

*fab for those who like style and comfort!*



**Julie Brandt**



**Gestuz**



**Designers  
Remix**



**Designers  
Remix**



**Samsøe  
&  
Samsøe**



**Designers  
Remix**



# Spring awakening

Photographers : Mikko Rasila and Sara Vallioja

Styling : Shadi & Stephanie Productions

Makeup & Hair : Milla Puolakanaho

Model: Reetta / Paparazzi



*Denim shirt / Prairie - for Weekday by  
Matthew Ames  
Denim shorts / Cheap Monday*







*Denim shirt / Prairie - for Weekday by  
Matthew Ames  
Denim shorts / Cheap Monday  
Sandals / Weekday*









*White top / Weekday - 1440  
Pants / Hanna Sarén*















*Coat-dress / Minni f. Ronya  
White top / Weekday - 1440  
Pants / Hanna Sarén*













*Dress / Prairie - for Weekday by Matthew Ames*





*Dress / Katri Niskanen*  
*Shoes / Minna Parikka*







Dress / Katri Niskanen  
Shoes / Monki



# Reykjavik

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# Trading Co.

*Reykjavik Trading Co. is a company of three people, Anthony Bacigalupo, Ýr Káradóttir and Lísa Martansdóttir. What began as a side project has become a small design collective of handcrafted goods and a forthcoming online shop of curated pieces. Ýr and Lísa are Icelandic, but Anthony is from California. He moved to Iceland to work on his art and away from the city life and somehow never returned. We talked with Anthony about the past, present, and future of this new and exciting company.*







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REYKJAVIK TR...



### **What's your background?**

I worked for Apple for many years, doing lessons online as well as appearances in ads for stores, and also worked with on visual merchandising for the openings of new stores all around California. At the same time, I had also been showing my artwork in galleries in San Francisco, LA, and Iceland, and eventually decided that I wanted to take a step back and find a new passion. Ýr has worked in tourism for many years and recently decided to start studying dressmaking. Lísá lived in London and studied interior architecture but moved back to Iceland and focuses now on woodworking and furniture design.

### **What brought you all together?**

I was always finding things to repurpose or handcraft one-off pieces and Ýr and Lísá had been knitting some beautiful MacBook sleeves from Icelandic wool. So, as a collective, we started figuring out what

we could repurpose and/or handcraft for the home and started coming up with really nice pieces. We started off with our colorblocked oak serving boards and curated glass aeriums and then went from there.

### **Why did you decide to associate your brand more with Iceland than California relating to the name of the company?**

We wanted a name that was both classic and timeless, yet something that didn't limit what we could do or produce as a company that is based in Iceland. Since we were importing and exporting a variety of things to make our goods - such as the plants for our aeriums, the oak from Kentucky for our serving boards, and now the Icelandic wool for our sleeves - we wanted that connection as a brand. After doing some research, we made the discovery that no company had ever used the name "Reykjavík Trading Co." because it was more common to always





use family names.

**Do you design your products together or do you each have a specific role in the design process?**

When one of us has an idea for a new project, we discuss it as a group, usually over coffee or tea, but sometimes I drink bourbon. Since Lísá has the most woodworking skills, we rely mostly on her whenever we have a crazy idea and wonder if it would be possible to craft it either with a machine or by hand. The same goes for sewing and wool/fabric questions with Ýr, since she has the strongest background in that. The girls rely on me when it comes to the electrical aspects or the visual/marketing side of the things (especially with Instagram and our blog, which are both so important to us). I sometimes joke

that we are like some of the characters on Mad Men with all our skills (minus all the adultery).

**What is the concept behind your designs?**

We wanted to create goods where handcrafting and good design can live together. By creating goods that are simple by nature and by having a nice story behind each piece, we hope to evoke happiness in the owner. In some goods, we chose to repurpose materials and create something new from pieces that have possibly been forgotten about over the years; and, in recent times, people really gravitate towards this since recycling has become really important. Lastly, we try really hard to always use local craftsmen - in both Iceland and California - every chance we get and we try to use the most sustainable or environmentally friendly materials possible. We





found that a lot of Icelandic companies don't even produce in Iceland anymore because the cost is too high - they ship things to China or Eastern Europe to be manufactured, but we never want to do that.

Keeping consistency is also very important to us whether it be with our color palette, our packaging or even the overall look of R.T.Co. A big thing I took away from my time at Apple was this: the little things do matter and people appreciate them.

**What is the target market for your products? Who are you designing for?**

It would be nice to say we design for everyone, but since our goods are handcrafted and not made in high quantities, there's a certain price that gets attached to them. We've been really clever in designing goods that cover multiple price points, so if someone needs a gift they have different options, which sadly isn't always the case in Iceland. We have been seeing more women buying the aeriums and woolen sleeves, but the men are really taken by the colorblocked oak serving boards and oak/porcelain lamps.

**You participated in DesignMarch in Reykjavik a couple of weeks ago. What do you think about design fairs and festivals? Do you feel it's helpful to new and young companies and designers?**

I always want to be optimistic with festivals because most of the time they come and go and it seems to be the same thing year after year: same designs, same people, etc., which bums me out. So I was excited they were going to try some new things this year, like meshing the DesignMarch with Reykjavik Fashion Festival. I think there can be lot of potential in that.

Up until DesignMarch, we hadn't really marketed ourselves to the public. When starting off, we wanted to keep it small - just family and friends who had been seeing our progress and design process online through Facebook and Instagram. To us, it was more important to build a following in this sense so people felt connected to our products and knew the story behind them.

Unlike a lot of new designers there, we had already been selling some of our goods in shops in Los Angeles and Copenhagen. Still, not a lot of people knew about us in Iceland, so when Epal (a design store in Iceland) asked us

to participate in their showcase, we were quite happy because we were able to supplement the word of mouth that was happening. I think what was most helpful for us was meeting with different bloggers and journalists from outside the island who loved what we were doing, because being able to share blog pieces and articles like this one provides the best type of marketing for a small company like ours.

**Tell us about your experience from DesignMarch.**

Our goal for this year was to have a small showcase where we could meet with people and tell them our story and the concept behind Reykjavik Trading Co. We were also able to introduce new goods such as the lamps and iPad/MacBook woolen sleeves which people just fell in love with and started ordering.

We were grateful for the support that Epal gave to our showcase. Kjartan, the director of Epal, believes in our concept and has been wonderful in wanting to get some of our goods into their shop at the airport and in the Reykjavik concert hall, Harpa.

We've already started making plans for what events we want to do next year during DesignMarch, so that is pretty exciting. I think it would be nice to work more with the Iceland Design Centre, since they really are the ones who nurture and promote designers from the island. Our story is quite original in the design world, as well as in Iceland, and people really seem to be attracted to it.

**How do you see your company evolve in the next years?**

That's a great question. At the moment, I'm in California meeting with the San Francisco MOMA and some other small shops in San Francisco and Los Angeles. In the next month, Lísá and Ýr are both giving birth (around two weeks apart) so that is exciting for us personally as well as the company. Our online shop will be opening this month for Icelandic and international customers. We've always wanted to open an actual shop in downtown Reykjavik where we could have a studio in the back, where the kids and a Siberian husky could play, and people could come in buy goods and have a coffee. That would be a pretty good life if you ask me.

[www.reykjaviktrading.com](http://www.reykjaviktrading.com)



# STREET

*Nordic Style Magazine's street style photos  
and people from Reykjavik, Stockholm,  
You might get inspired f*



# STYLE

*Photographers captured photos of outfits  
in Tórshavn, Copenhagen, and Helsinki.  
Use them for your own wardrobe.*



# StreetStyle Helsinki

Photographer / Sara Vallioja



## Stephanie

Coat / Diesel  
Vest / Diesel  
Shirt / Linda Sipilä  
Bag / Michael Kors  
Jeans / H&M  
Shoes / Nilson  
Sunglasses / H&M



**Anna**

Coat / Ivana Helsinki

Skirt / Monki

Shoes / Vagabond





**Meri**

Coat / Second hand  
Pants / Monki  
Shoes / Dr. Martens  
Bag / Self-made





**Sanni**  
Coat / H&M  
Fur vest / Monki  
Bag / Céline  
Shirt / G-star  
Pants / G-star  
Sunglasses / Céline  
Shoes / Bianco



# StreetStyle *Stockholm*



**Ariana Lleshaj**  
Coat / Gina Tricot  
Dress / Acne  
Scarf / Acne  
Shoes / Acne  
Hat / borrowed





**Martin Hansson**

Jacket / Morris  
Shoes / Loake  
Scarf / Zara  
Bag / Baron  
Pants / Morris  
Shirt / Ralph Lauren





**Patrick David**

Jacket / Ralph Lauren

Pants / Weekday

Hat / H&M

Chain / H&M

Shoes / Doctor Martins

Bag / Zara





**Ronnie Fornstedt**  
Jacket / Gina Tricot  
Shirt / H&M  
Bag / H&M

DENNA BY  
UPPFÖRDES  
ARKITEKT  
BYGGN-CEEN





**Ida Gredemyr**

Jacket / Acne

Shirt / Zara

Hat / H&M

Rings / H&M

Glasses / Ray-Ban





**Alexander Ferrer**

Jacket / MQ  
Sweater / Self made  
Pants / Zara  
Shoes / DinSko





**Jimmy Guo**

Jacket / Rick Owens

Shirt / Rick Owens

Panta / V Ave Shoe Repair

Belt / Acne



# StreetStyle Reykjavík



**Hlédís Maren**

Jacket / Thrifted

Hat / Vintage

Scarf / Vintage

Dress / Forever 21

Shoes / Jeffrey Campbell





**Inga**

Mink Coat / Inherited  
Pantsuit / Andersen & Lauth  
Shirt / Monki  
Shoes / Vagabond  
Bag / Dooney & Bourke





**Hildur Selma**

Sequin dress / Spúútnik  
Jacket / Thrifted  
Pants / H&M  
Shoes / H&M



# StreetStyle *Copenhagen*



**Birgitta**

Jacket / Unknown  
Shoes / Isabel Marant  
Shirt / Isael Marant  
Bag / Balenciaga





**Nanna Rosa**

Jacket / Unknown

Jeans / Cheap Monday

Bag / Maison Martin Margiela for H&M



# StreetStyle *Tórshavn*

Photographer / **Stephan Lücke**



## **Mike Viderø**

Sweater / Guðrun & Guðrun  
Jacket / Army of me  
Pants / G-Star  
Shoes / Guðrun & Guðrun  
Hat / Gucci





**Sølvi Símonarson**

Blazer / Mao

Shirt / Suit

Sunglasses / Ray Ban

Scarf / Local craft store

Pants / Cycle jeans

Shoes / Lloyd



# Get the

*Get inspired by these great look  
street style p*



**Gestuz**



**2nd Day**



**DAY Birger et Mikkelsen**



**Dyrberg / Kern**



**Designers Remix**



**Acne**



Photographer / Pascal Vossen



# e look

cks captured in Stockholm by our  
photographer.



Photographer / Pascal Vossen



Stine Goya



Stine Goya



Georg Jensen



Hunkydory



FWSS



Hunkydory



H&M



Gosh



# Hanna Gullichsen

Gourmet blogger





*Hanna Gullichsen is a food enthusiast, has a lifestyle blog, [chicling.blogspot.com](http://chicling.blogspot.com), has two restaurants in Helsinki with her husband and cooks and writes for the magazine Gloria in Finland. Hanna along with her husband also recently published a cookbook called Safkaa (Fantastic Fare). She shared with us a recipe for her renowned Avocado Pasta.*

### **What's your background and what you do in life?**

I'm 34-year-old wife, mother of one beautiful boy, and a food enthusiast. Food is my business. I'm writing a blog, which is all about living a tasty life, and I also cook and write every month for Gloria, the most gorgeous lifestyle and fashion magazine in Finland. I'm such a lucky girl because I'm doing what I love the most – and also get paid for it. I can't wait to see what is waiting for me around the next corner!

### **How did you get into food?**

I was born in Northern Finland, in a very small place called Puolanka. My mother and grandmother taught me how to use each season's best food. When my grandfather went hunting and fishing, we ate what he brought home. We picked berries and mushrooms together - in the north, you spend most of your time in the forest. When I met my husband, it was a lucky day, not only because he was the most caring person in the world, but also because he is in the restaurant business and I got to closely observe how to run a restaurant. Offering good food for guests is the most important thing for my husband and I.

### **Could you tell me about the food you serve in your restaurants in Helsinki?**

Rafla and Maxill offer honest, Scandinavian and European home-cooked style food with a fresh touch. It's about good classics and seasonal specialities.

### **How does the food you eat at home differ?**

We also follow the seasons and eat what is best at the moment. Maybe we are more experimental at home - we are testing a lot of different styles and ideas. Most of the product development is made at home.

### **Can you tell me about the avocado pasta that became a phenomenon in Finland?**

That was the first dinner my husband made me when we started dating. It was so extremely good that I almost cried. We shared this fact in our first cookbook, Safkaa – Parempaa arkiruokaa, and when the book came out, it was very common dish for food bloggers to cook. I started collecting postings they did about avocado pasta and there were hundreds who made it and it started to be huge in social media. Everyone was talking about it - it was in every magazine, TV program, and Facebook status. Grocery stores started putting all the ingredients needed for avocado pasta on the same display and would print the recipe for customers as well. Last year, avocado pasta was also one of the most searched for recipes on the web in Finland - that tells a lot, I think.

### **You've written a cookbook as well, tell me about that?**

I wrote the book together with my husband. We wanted to make an honest book with clear advice on how to cook, with useful tips included. I took all the photos myself. No, I'm not a professional



photographer, but I wanted the food to look how it does when you cook it at home - without artistic styling and blurring, just honest photos of food. I also took pictures in authentic situations – my family would be waiting by the table and I would take pictures for a few minutes. The book was a great success and has sold over 20,000 copies, which is a lot. We're so happy that people want to cook simple and tasty food at their homes and that they are doing it with the small help of our book. The book is our family business and I'm honored to be part of it.

### **What is your food ideology?**

Use the season's best ingredients, make it simple, don't use processed food or "light" products, taste while you cook, and cook for those you love. I like to cook while enjoying a glass of white wine - it's a ritual that helps me to forget about the hard day at work and to start to focus on my family and friends.

I speak for clean, non-processed food. Cooking together with the family and gathering around the table every night. It keeps families together, I think. Food is so much more than just nutrition.

# Recipe

## Avocado Pasta

### Ingredients

(for 4 persons)

1 clove of garlic  
1/2 - 1 chili pepper (remove the seeds)  
1 lime  
2 ripe avocados  
salt, to taste  
black pepper, to taste  
1/2 dl of olive oil  
a handful of basil  
a handful of leaf parsley, coriander or basil  
1 dl grated Pecorino cheese  
1 dl grated Parmesan cheese, plus additional for topping  
400-500 g spaghetti

### Directions

Chop the garlic and chili and place into a serving bowl. Press the juice of the lime and pour it into the bowl

Cut the avocados in half and remove the stone, then cut the avocado into the bowl, leave in small chunks.

Chop the herbs and grate the cheeses.

Season the avocado with the salt, black pepper, olive oil, cheeses, and herbs.

Blend with a spoon, taste and if necessary season with salt.

Boil water for the pasta (do not forget to add a good handful of salt in to water once it's boiling!) and cook the pasta until al dente.

Pour a little of the cooking water into the sauce ingredients and then mix in the pasta with a spoon.

Top with parmesan and black pepper, and enjoy!



# Avocado Pasta





# Nordic Festival Scene

There is such a myriad of festivals held in the Nordic countries that interests them. Here is a glimpse of some of the biggest ones on t



*11-24 April*      *Copenhagen, Denmark*  
*CPH PIX*

**CPH PIX** is an international film festival that gives the public access to some of the quality films from around the world that would otherwise not be found in the Danish cinemas.

Pre  
Helsinki

*22-25 April*      *Helsinki, Finland*  
*PRE HELSINKI*

**Pre Helsinki** is a new Finnish fashion event organized by Finnish designers and professionals from various fields of fashion. This event is about discussing, exploring and discovering the new possibilities and boundaries of fashion and will feature fashion shows, presentations, seminars, talks, parties, and visits to designers' studios.



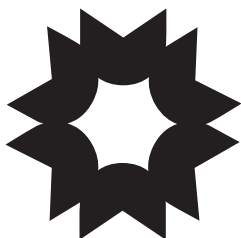
*24-28 April*      *Espoo, Finland*  
*APRIL JAZZ*

The largest jazz festival in the Helsinki Metropolitan Area, April Jazz will be held for the 27th time at Tapiola in Espoo. The program includes a wide spectrum of Finnish and international rhythm music stars.

Reykjavík  
Arts Festival

*17 May - 2 June*      *Reykjavik, Iceland*  
*REYKJAVIK ARTS FESTIVAL*

The 27th **Reykjavik Arts Festival** is an annual multidisciplinary festival with a special focus on new commissions and the creative intersections of the arts. The festival has been a leading force in Icelandic cultural life since its initiation in 1970.





e  
that everyone can find something that  
the horizon.



22 May - 5 June

Bergen, Norway

## BERGEN INTERNATIONAL FESTIVAL

**Bergen International Festival** is an annual international music and cultural festival offering a large variety of activities in music, dance, literature, visual arts, folklore, etc.

Photo: Yaniv Cohen



27 May - 2 June

Stockholm, Sweden

## STOCKHOLM PHOTOGRAPHY WEEK

**Stockholm Photography Week** is an event for professional photographers, amateurs, and interested exhibition visitors. The program includes an international portfolio review, an open portfolio night, seminars and workshops, and exhibitions.

Photo: Christopher Anderson / Magnum photos



29 May - 2 June

Copenhagen, Denmark

## DISTORTION

**Distortion** is an annual party-tsunami over Copenhagen. It's one long party-thon with 150+ dance floors in spectacular and obscure locations. The street celebrations gather 90,000+ people for days of free, anything-goes, block party madness. At night, Distortion hosts a music festival for savvy club-goers. And it's all one long entrancing warm-up for the grand finale: the FINAL PARTY.

Photo: Kenneth Nguyen

5 - 9 June

Stockholm, Sweden

## TASTE OF STOCKHOLM

**A Taste of Stockholm** is an early summer festival that attracts hundreds of thousands of people with a shared interest in food and drink. The downtown park Kungsträdgården, is transformed into a party offering culinary sensations and featuring performances by many well-known artists.





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