

RFF 2014

2014





kiosk

Welcome to designer BINGO
Saturday at 19:00
Laugavegur 65

www.kioskreykjavik.com

Fegurðin
kemur
að innan



BLUE LAGOON
ICELAND

SALAT

HEFUR ALDREI VERIÐ SVONA

GOTT!

 www.localsalad.is

 facebook.com/localsalad

 instagram.com/localsalad

Opnunartími:

Virka daga 08:00 - 18:00


BORGARTÚNI 25

STAY IN THE CENTER

IN THE ♥ OF REYKJAVIK



In the heart of downtown Reykjavik, close to everything the city center has to offer, CenterHotels provide you with first class rooms, attentive service and a friendly atmosphere.

All CenterHotels are within short walking distance of each other right in the much sought after 101 city center and in close vicinity of the main shopping streets, galleries, theatres, restaurants and Harpa concert hall.

CenterHotels is a proud sponsor of Reykjavik Fashion Festival 2014.

**Reykjavik
Fashion
Festival**

Centerhotels • Aðalstræti 4 • 101 Reykjavik • Tel.: 595 8500 • Fax: 595 8511 • reservations@centerhotels.com


**CENTER
HOTELS**

BAST RFF ISSUE No1

Creative Director & Founder

Hafrún Karls

hafrun@bast-magazine.com

Art Director

Arnar Freyr Guðmundsson

arnar@bast-magazine.com

Graphic Designer

Júlía Runólfsdóttir

Fonts

L10 and Separat – Ortype

Adobe Garamond Pro

Fashion Editor

Ellen Lofts

ellen@bast-magazine.com

Music Editor

Kristín Larsdóttir Dahl

kristin@bast-magazine.com

Proofreader

Snjólaug Dis Lúðvíksdóttir

sola@bast-magazine.com

Contact

info@bast-magazine.com

Cover

Photographer Börkur Sigþórsson

(www.borkurs.com)

Stylist/Art Direction Ellen Lofts

(www.ellenlofts.com)

Make Up Guðbjörg Huldís using MAC

Hair Tóta Jóhannesdóttir Using Aveda

Iceland

Model Brynja Jónbjarnardóttir at Eskimo

models

Assistant Stylist Hulda Halldóra

Tryggvadóttir

Special thanks Ljósmyndaskólinn

The Icelandic fashion industry is still young and hasn't yet gotten much attention from the Icelandic government. It's truly strenuous for Icelandic designers to produce and import quality fabrics given the extremely high taxes and extra expenses. Under these circumstances, it is almost impossible for the Icelandic fashion and textile industry to grow. According to DM&T.dk, the Danish fashion and textile industry is one of the biggest exports in Denmark, making 22,9 billion DKK last year with an increase of 2.7%. The Danish government provides considerable support to the Danish Fashion and textile industry and Denmark is known world wide for high quality designs. Icelandic designers have great potential and their designs could be a commercial product as valuable and as worthy of attention as Icelandic music – which has been growing increasingly over the past few years. The Reykjavik Fashion Festival is a great platform for Icelandic designers, they get to introduce their work to the national and international market. The Icelandic design and textile industry is highly competitive and with more support from the Icelandic government it could be one of Iceland's biggest exports.

Thank you for reading and enjoy Reykjavik Fashion Festival.

Hafrún Karls

Website

bast-magazine.com

Facebook/Twitter

bast magazine

Instagram

bastmagazine

CONTENTS

7	RFF schedule
10	Farmers Market
12	Ziska
14	magnea
16	ELLA
18	REY
20	Sigga Maija
22	Cintamani
24	JÖR by Guðmundur Jörundsson
26	RFF Editorial
40	Bast's favourite – Food and fun
42	Ostwald Helgason
50	Sustainable fashion
52	Colour bliss
62	Thank you

WELCOME

Welcome to the fifth annual Reykjavik Fashion Festival.

During the program you will experience the best of Icelandic fashion and design.

I would like to use the opportunity to thank all the sponsors and the RFF team that made it possible for us to grow and develop each year.

Special thanks to Atelier Kontrast and their talented design team.

With a great schedule like this one I'm sure you will have a great time in Reykjavik.

Thank you,

**Thorey Eva Einarsdottir
Festival Director**

**Reykjavik
Fashion
Festival**

RFF FASHION SHOWS

LOCATION

Silfurberg
Harpa
Austurbakki 2
101 Reykjavík

SATURDAY, MARCH 29TH

- 10:30** Doors Open
- 11:00** Farmers Market
- 11:55** Ziska
- 12:50** magnea
- 13:50** ELLA

- 14:00** Break

- 15:15** REY
- 16:10** Sigga Maija
- 17:05** Cintamani
- 18:05** JÖR by GUÐMUNDUR JÖRUNDSSON

- 18:30** REYKA Cocktail in front of Silfurberg

**Reykjavík
Fashion
Festival
2014**

This is the fifth time that Reykjavik Fashion Festival is being held and the Bast team is truly honored to be collaborating with the festival in the making of this special Bast Magazine issue for Reykjavik Fashion Festival. In this edition of Bast, you will find interviews with all the designers along with a special editorial displaying each of their designs. As we pack our bags – filled mostly with excitement – and head to the Reykjavík Fashion Festival we wish the designers and organizers the best of luck with the festival and look forward to seeing the wonderful results come to life on the runway!



FARMERS MARKET



The Icelandic label, Farmers Market, was founded in 2005 by designer Bergþóra Guðnadóttir and musician Jól Pálsson. Together the young couple created the brand, drawing inspiration from their Icelandic roots and combining old Nordic elements with contemporary Scandinavian trends. The duo's main focus is working with sustainable, environmental friendly materials such as silk, wool, cotton and linen and produce classic, quality clothing. Farmers Market is renowned in Iceland for its beautiful, natural designs and has received a great deal of international attention, selling its clothes in stores around Europe, US and Japan. For the first time, the label will be showcasing its new collection at Reykjavík Fashion Festival and Bast sat down with Bergþóra to ask her a few questions about farmers and markets.

What is the concept behind your new line?

We are staying true to our original concept of referring to our Nordic roots and using natural and renewable materials. Our collection is getting both broader and tighter and we are introducing some new items that we have not had in our collection before.

What are your favorite materials and why?

Natural and sustainable materials like silk, wool, cotton and linen. They are comfortable to wear and nature friendly.

Do you feel a growing international attention?

Yes, we get quite a lot of media attention from abroad. We have taken part in the Copenhagen Fashion Week since 2007

and our export has been growing steadily as a result of that. In general, I feel that Icelandic design is getting more and more attention abroad, but the industry is still quite immature and small here.

Do you feel that Icelandic designers are privileged in any way?

Creatively, I think that isolation can be a good thing – and for me as a designer for Farmers Market it is actually quite vital since I consider the Northern Hemisphere to be my playground.

When starting a business like your own what is important to keep in mind?

That it is a long term project that takes time to develop. It is also very important to always be humble, love what you do and stay true to your original idea.

Who is Farmers Market's ideal customer?

Our group of customers is quite broad. We do not represent fast or disposable fashion and we don't change our collection dramatically between seasons.

I guess our ideal customer is someone who appreciates our concept.



ZISKA



Harpa Einarsdóttir is the designer behind Ziska, she graduated from the Iceland Academy of the Arts in 2005. After working as a virtual fashion designer for the Icelandic video game developer CCP, the creative mastermind started her very own label in 2011 called Ziska. The new collection “Just Ride” is inspired by Mongolian Eagle hunters and the unique nature of strong women. Harpa’s designs are eerie and magical, filled with dark creatures and served with a side of love. With her free and imaginative spirit, Harpa’s designs are guaranteed to turn heads at the Reykjavík Fashion Festival’s runway and Bast cannot wait to see the results.

How did you start your brand Ziska?

I graduated as a fashion designer from the Iceland Academy of the Art in 2005 and then started working in the National theater, I have always loved costumes, adventures and drama, and the theater is a magical place. I had planned to be an artist or a puppet master, but then soon after that I got a job as a virtual fashion designer for CCP where I designed space outfits and crazy vampire fashion for WOD - amazing creations that I could never actually wear myself. It made me want to do the real thing. In 2011 I got into the finals of Reykjavik Runway design competition with my new label Ziska, (actually named after my snow white siberian Husky that I named after a Norwegian princess that was sacrificed by her people) and I won! After that I have been struggling to build up the brand, and now finally I can feel success sneaking up on me.

What is the concept for your new collection?

The collection is called “JUST RIDE” and is inspired by mongolian eagle hunters, strong courageous women that wont let politicians and greed ruin their unique nature and free spirit, the purity of the glaciers and mountains of the north, sad melting tundras and ethnic nations that are losing their land and traditional living, drowning polar bears and oil spills ... In the end, the bottom line is: do your best to make the world a better place but don't forget to be happy in the now, just ride and enjoy the journey, you never know when the destination hits you!

Do you plan to expand internationally any time soon?

I have no plans what so ever at this moment other than to make my RFF show exceptional. I just want to create, I'll have my business partner think about

expanding. Organically I think is the best way!

What does Reykjavik Fashion Festival mean for the Icelandic designers?

It means you get to show of the best you can. And hopefully make some business out of it!

Do you feel that the Icelandic government could do better a job of supporting the Icelandic fashion scene?

One word: YES!

What person, alive or dead, would you most want to dress?

Difficult, so many! Hmmm ... Frigg would be the one, if not her then Tilda Swinton, or PJ Harvey.



MAGNEA



The designer Magnea Einarsdóttir has received quite the well-deserved attention for her self-titled label Magnea. Since graduating in 2012 from London's Central Saint Martins with an emphasis on knitwear, Magnea has been developing her graduation collection "Opposites Attract" mixing wool and rubber together, creating very interesting and modern looking pieces. Magnea's designs have gained great attention on the international fashion scene. She has showcased at Brighton Fashion Week, the Fashion Festival in Spain and in 2012 she was chosen as one of top 10 finalists for the Muuse x Vogue Talent Award and has since been developing collections for them. Looking at Magnea's handmade designs you can't help but admire her talented eye for details and her beautiful technique of mixing different fabrics together in a simple yet fascinating way.

Tell us a little bit about your background and your first steps towards becoming a fashion designer?

I have always been creative but in my early teens I started to make my own clothes, mainly out of vintage clothing. I wanted to stand out from the crowd as I felt everyone dressed the same. I soon realized this was something I was good at and wanted to develop so I started to prepare myself for studying fashion. I had always dreamt of living abroad and I wanted to get to know the real fashion industry so I split my fashion studies between Paris and London. At Central St. Martins I was encouraged to specialize in knitwear and after graduation in 2012 I moved back to Iceland and have been building up my own label since then.

Tell us about the ideas and focuses behind your up and coming label?

I am a knitwear designer and my emphasis is on textile. My aim is to create something fresh out of the concept of knitting by using new and unusual materials and mixing them together.

How do you feel about Reykjavik Fashion Festival as a platform for Icelandic designers?

At Reykjavik Fashion Festival Icelandic designers show new collections annually and hopefully seasonally in the near future. I think it is very important for the Icelandic fashion scene to host a professional festival like RFF to promote and build up the industry.

Who would you love to dress?

Lupita Nyong'o is a current favorite, I would love to dress her.

What materials do you prefer to work with and why?

My focus is on textiles and I am obsessed with contrasts. I like mixing different materials and concepts. In my previous collections I have worked with a delicate mix of rubber and Icelandic wool which are complete opposites and I have created a textile that I am still developing. My last collection was inspired by NBA players and Egyptian mummies, again complete opposites. I guess I'm attracted to opposites.

What plans do you have for expanding to the international fashion scene?

My brand is very young and things have happened fast. For now I am happy to be a part of the Icelandic fashion scene and will be taking baby steps towards the international one.



ELLA



The Icelandic fashion label ELLA was founded in 2011 by Elinros Lindal. Together with her team she creates sophisticated and timeless designs suited for women of all ages. ELLA is an ambassador of Slow Fashion, which respects both ecological and economical designs and fights the mass production of garments and the overconsumption that ensues. The idea behind the label is to offer independent and working women classic garments made to last. All fabrics are handpicked by Elinros herself, and every ELLA item is manufactured only in limited edition in Europe. Bast caught up with Elinros Lindal and asked her a few questions about the label and the Icelandic fashion scene.

Tell us about ELLA.

The idea behind ELLA is to offer educated, working women good quality clothes with lastingness in mind. We wanted to differentiate us from other brands by talking to women as intellectual beings, motivating them to lean in, take power and we would dress them for the occasion. We also wanted the making of each item to be done with honesty in mind. We wanted to make a brand that would provide value to all stakeholders.

Who is ELLA'S ideal customer?

Educated, working women who are ready to change the world. Women who are courageous enough to follow their own fashion style. We make very classical items which they can accessorize with their own style.

What is the inspiration for your new collection?

The future, the present the past.

What do you think of the Icelandic fashion?

I personally love everything about Iceland. I am born in the country that The World Economic Forum elects every year as the best country to be a woman in. We are only supplying for 20% of the local demand so I feel very privileged in many ways. To be able to develop a brand with Icelandic women, is optimal. However I realize that women here dress in many ways differently than women around the world, wearing a lot of black etc. – but their power and beauty is motivating for me.

When starting up your own business in the fashion industry what is important to keep in mind?

To be in your insight not your ego. Understand the business and statistics is vital for me. Working in an industry where the success-rate is 1% you really have to put a lot of effort into your team and understand that this is a journey without a road-map. I personally go with my insight and my vision is to create something unique. What is missing in the industry.

What does the future hold for you at the moment?

To keep on going with ELLA. I want the company to grow into an interesting business – we will never be the biggest in the business but we want to be the smartest.



REY



“Volume, draping and asymmetry” is the essence of REY’s aesthetics. The women’s wear label will showcase its new collection at the Reykjavík Fashion Festival in late March and Rebekka Jónsdóttir, the designer behind the brand, is focusing as always on high quality fabrics and detailed tailoring and designs. She graduated as a fashion designer from the Fashion Institute of Design and Merchandising in Los Angeles 2008 and founded REY one year later. For her new collection, she sought inspiration from the personal styles of actresses Katherine Hepburn and Joan Crawford. Bast magazine met with Rebekka to talk about all the different shades of REY.

Tell us about your first steps towards becoming a fashion designer?

In year 2006 I helped with the retrospective of Iceland’s foremost fashion designer Steinunn Sigurdardóttir. I had always been interested in fashion but that was when I started to think about fashion as something I could do.

Tell us about your new line, the inspiration and theme behind it.

I do not stray far, as before I am playing on themes of asymmetry and volume. I looked at old pictures of Katherine Hepburn and Joan Crawford, how they dressed in their private lives. So you will see some suits.

Do you have plans of expanding to the international market any time soon?

Yes, hopefully by 2015 REY will be available internationally.

Do you feel that the Icelandic government could support the Icelandic fashion scene better?

Yes I believe that the government could do much better. We only need to look at Sweden and Denmark to see that fashion can be a profitable industry that supplies numerous jobs. It takes time and money to build up an industry but I strongly believe that we have the talent to do so – and with the right help, we could.

What do you think of Reykjavik Fashion Festival?

It’s an excellent avenue for showcasing new lines and build up a brand.

What does the future hold for you at the moment?

In the nearest future, I am going the my studio to spray-paint some headpieces for the show.



SIGGA MAIJA



The young designer Sigríður María Sigurjónsdóttir a.k.a. Sigga Maija has recently been working as an assistant teacher at the Academy of the Arts in Iceland along with working on her first collection and building up her brand. Since she graduated with a degree in Fashion Design from the Icelandic Academy of the Arts in 2012 she has worked as an assistant designer for the well-known Icelandic label Kron by KronKron, JÖR by Guðmundur Jörundsson and interned for Sonia Rykiel in Paris. At the moment Sigga Maija is one of the most exciting new-comers to the Icelandic fashion scene, since she will be showcasing her first ever fashion collection at the Reykjavik Fashion Festival this year.

Tell us about your first steps towards becoming a fashion designer?

I was just a kid when I realized I could use clothes as a way of expression – a way to rebel and stand out from the crowd. I always found it easier to communicate through clothing than words, which is maybe why “conventional” education never motivated me. When I was twenty years old I began studying dressmaking. Stitching, fitting and sewing my fingers off gave me valuable insight into the technical aspect of fashion. From there everything happened quite naturally and in 2008 I started studying fashion design at the Iceland Academy of the Arts. And so the decision was made!

Tell us about the ideas and focuses behind your label?

We are interested in the eclectic – combining and mixing inspiration from various sources, emphasizing textiles,

colors and patterns. The outcome is sophisticated, albeit a little eccentric.

Who would you love to dress?

Tilda Swinton. No question. She is simply one of the coolest ladies to be strutting around this planet we call earth.

What do you think about Reykjavik fashion festival as a platform for up and coming designers like yourself?

For the designers it is an amazing opportunity to get to know all the different sides of the industry, to showcase your work and to possibly be able to make important connections. RFF is a great platform because it demonstrates a cross-section of what is going on in Icelandic fashion design today.

Do you feel isolated or privileged being an Icelandic designer?

Both. You are privileged in a sense

because it is pretty easy to raise attention and make a name for yourself. But we are stuck on an island in the midst of nowhere so the market is small and you also have to be very resourceful when it comes to everything that has to do with the actual making of clothes – finding the right materials, printing, production and so on.

What does the future hold for you at the moment?

Knowing me, knowing you. Aha.

CINTAMANI



Words: Kristín Larsdóttir Dahl
Photo: Neil John Smith



Cintamani was founded in 1989 and has been one of the leading outerwear labels in Iceland – known for dressing women, men and children in warm and wearable outfits for diverse weather conditions. The three designers behind the label: Þóra Ragnarsdóttir, Guðbjörg Jakobsdóttir and Rún Gunnarsdóttir have for the past years aimed at creating fashionable clothing with high-tech fabrics that are trendy as well as comfortable and practical. For this year's Reykjavík Fashion Festival, Cintamani will showcase classic styles along with new designs that are guaranteed to keep us warm, dry and stylish!

What is Cintamani focusing on for this season?

Cintamani is staying true to its roots by introducing new designs from the founder of Cintamani, Jan Davidson, who has just recently come back “home”. We will also show other new styles and classic styles in new colors.

Who is the ideal customer for Cintamani?

Anyone who appreciates stylish clothes with an emphasis on well thought out fits, colours, comfort and good quality. Our goal is to dress those who are going to Mt.Everest as well as those who want to look good while strolling around town.

Do you feel that foreigners have become more aware of Icelandic labels like Cintamani?

Yes, and there are four reasons why. One is that our growing tourism has travelers

from all around the world noticing Icelandic designs. Another is that labels are marketing their brands by visiting trade shows abroad and - a third one – that shows like RFF have bloggers and foreign press writing about Icelandic brands, slowly increasing awareness. Last but not least, it's the internet. People from all around the world are surfing the net to find what they want. This is why it is so important for Icelandic brands to have a strong online presence.

What do you think of Reykjavik fashion festival?

I think RFF is a fantastic opportunity for Icelandic designers to come together and show what they have been working on in the last year. The design industry in Iceland is fairly young and it is very interesting to follow the shows from one year to the next. Cintamani is very proud to take part in the show this year.

When starting up a business in the fashion industry what should you keep in mind?

Decide the general style you are going for, decide if you need help with patterns or book-keeping for instance, who the customer is, do a realistic timeframe, acquire funding, decide where to produce and where you aim to sell.

How does Icelandic fashion stand out?

Icelandic fashion stands out for its uniqueness. It is admirable to see that most Icelandic designers are true to their ideas and are not following anyone else. Good quality and a slow fashion concept is something we should continue to hold in high esteem.



JÖR

Words: Kristín Larsdóttir Dahl
Photo: Baldur Kristjánsson



After graduating with a degree in Fashion Design from the Icelandic Academy of the Arts, Guðmundur Jörundsson founded his own label Jör by Guðmundur Jörundsson in late 2012 focusing on classic tailoring with a modern interpretation. 2013 was a lively year for the young menswear designer as he opened his first shop in downtown Reykjavík and launched his first line of womenswear. This year is proving just as fruitful: he is not only taking part in Reykjavík Fashion Festival but is also participating in the Copenhagen Fashion Summit in april 2014; a fashion conference focusing on sustainable fashion where Guðmundur was asked to be one of 11 designers showcasing sustainable pieces at the summit's runway show. JÖR's unique designs have definitely become one of Iceland's favorite and with the growing recognition the label is getting abroad, JÖR will surely be on the world's "watch-list" quite shortly.

How did you start your brand JÖR by Guðmundur Jörundsson?

It was clear to me from the beginning of my fashion studies that I wanted to start my own brand. It happened very fast. I teamed up with Gunnar Örn Petersen, my business partner, and within 10 days we had created the brand JÖR by GUÐMUNDUR JÖRUNDSSON.

What are the main ideas and focuses behind your label?

My background is in classic menswear tailoring and I carry it with me; it translates in my designs – both in mens- and womenswear. Tailoring and quality. Obviously these two things won't become interesting without modern interpretation. Apart from that the main focus is just doing something cool and fresh, I guess.

Tell us about your new line and the inspiration and theme behind it.

I don't like discussing it in detail before launching it but the working title is 'Royal-Mellugoth'. Which translates as royal-prostitute-goth. Let's see how it turns out.

Do you plan to expand internationally any time soon?

That's definitely the plan. And we would not have started the brand without expansion plans, since the Icelandic market won't pay off – not with this production around the brand at least. But we are pretty relaxed about it, we just want to evolve and focus our strengths, polish the infrastructure of the company before expanding. But it's on our 3 year plan at least.

What do you think of Reykjavik Fashion Festival?

I think it's great, and it's getting better every year. I am hoping for more fashion

designers to participate in the coming years. There are many great Icelandic designers that are not participating – also I would like to see newly graduated designers step up and launch collections. But anyways, Atelier Kontrast, Thorey Einarsdóttir and her talented team have done a great job producing the whole festival this year.

Do you feel that the Icelandic government could do a better job of supporting the Icelandic fashion scene?

I would be surprised if they even knew there was an Icelandic fashion scene ... But yes, they could obviously do much better. It would actually just be nice for starters if they quit cutting my samples in the customs at the airport; they cut one sample shoe just to be sure that I don't sell it.

Reykjavík Fashion Festival 2014

Photographer Börkur Sigpórsson (www.borkurs.com)

Stylist/Art Direction Ellen Lofts (www.ellenlofts.com)

Make Up Guðbjörg Huldis using MAC

Hair Tóta Jóhannesdóttir using AVEDA Iceland

Models Brynja Jónbjarnardóttir & Rafn Ingi Rafnsson at Eskimo models

Assistant Stylist Hulda Halldóra Tryggvadóttir

Special thanks Ljósmyndaskólinn



MAGNEA



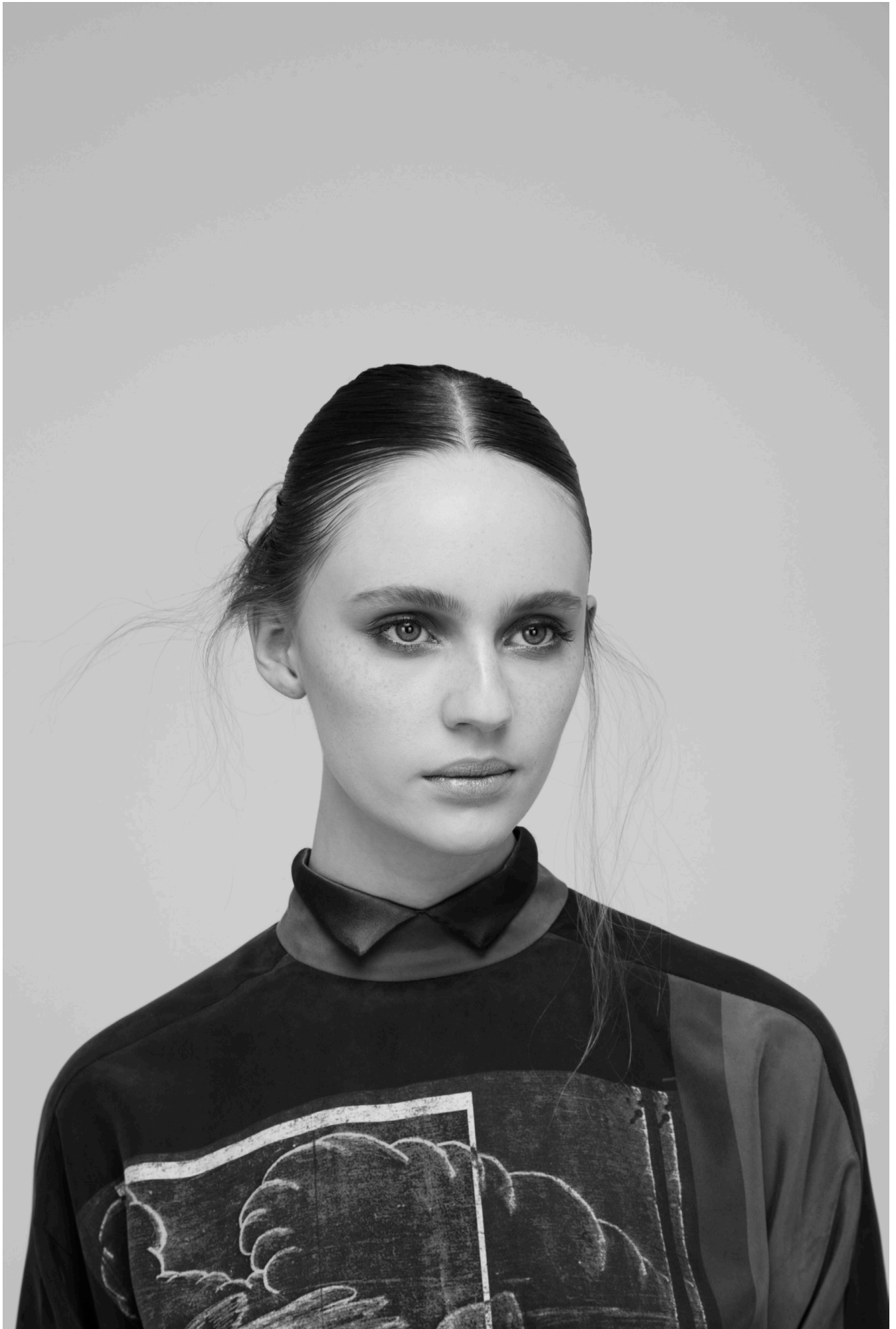
ZISKA



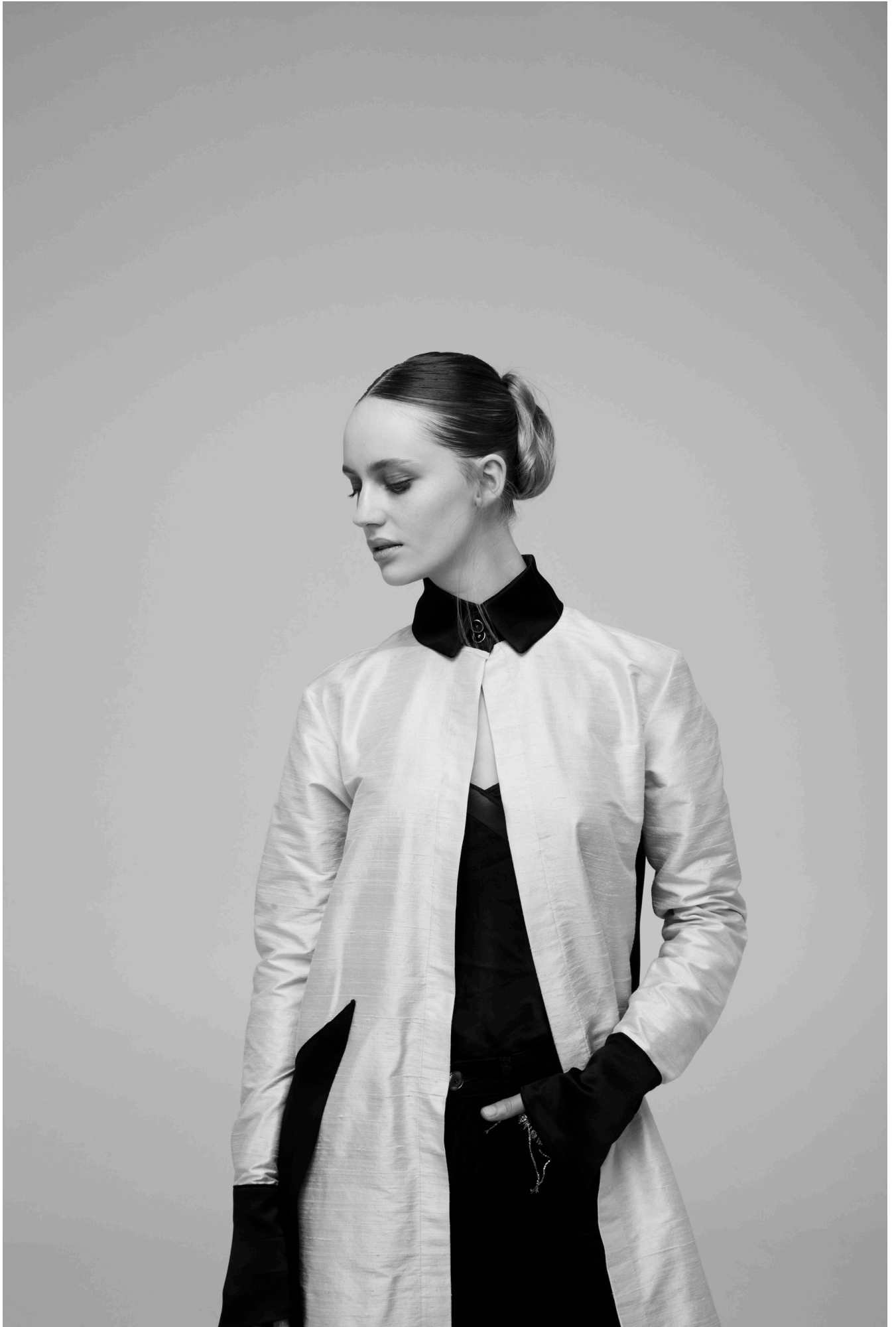
ELLA



REY



SIGGA MAIJA



JÖR BY GUÐMUNDUR JÖRUNDSSON



FARMERS MARKET



FARMERS MARKET



JÖR BY GUÐMUNDUR JÖRUNDSSON



CINTAMANI



CINTAMANI



KPMG

cutting through complexity

Professionalism never goes out of style

KPMG can help you tackle the complexities of modern business while also helping you build on your achievements. Whether you want advice on how to manage capital and transactions, improve core processes or identify opportunities for growth, we can help.

kpmg.is

SKY

LOUNGE & BAR

CENTERHOTELS

LOCATED ON THE 8TH FLOOR AT CENTERHOTEL ARNARHVOLL, RIGHT OPPOSITE HARPA CONCERT HALL. WE OFFER THE PERFECT SETTING TO ENJOY A DRINK AND A LITE BITE WITH THE MOST SPECTACULAR VIEW OVER TO HARPA AND THE BEAUTIFUL MOUNTAIN RANGE BEYOND.

MEGA

REYKA VODKA
XANTE PEAR COGNAC
KIWI LIQUER



TRENDY

REYKA VODKA
PASSOA
LIME
CRANBERRY
JUICE



FANCY MEETING YOU HERE

SKY LOUNGE & BAR IS THE OFFICIAL BAR OF REYKJAVÍK FASHION FESTIVAL

DURING THE FESTIVAL, WE ARE OFFERING **TWO SPECIAL COCKTAILS**
BOTH DEDICATED TO RFF **FOR ONLY ISK 1.500**
ALSO HAPPY HOUR EVERYDAY FROM 17 TO 19

BAST'S FAVOURITE –

FOOD AND FUN

DINNER

Snaps **Pórsgata 1** **101 Reykjavík**

Do you crave something nice but not too fancy? Then Snaps is the place, relaxed atmosphere and lovely food! You must try the steak, french fries and béarnaise.

Sushi Samba **Pinghóltsstræti 5** **101 Reykjavík**

Are you ready for Japanese sushi – or would you rather have a South American steak instead? Head over to Sushi Samba because it has both! And don't forget to order our favorite drink, Chili Mojito – a drink that will literally set you on fire.

Hverfisgata 12 **101 Reykjavík**

Fancy a delicious pizza with a side of hipster? Hverfisgata 12 is supposed to be the hottest pizza in town, sporting all the A-list Icelanders and a bunch of great red wine! See you there!

Kopar **Geirsgata 3** **101 Reykjavík**

Tasty food, great selection of wine and the best view in town! Ask for a seat upstairs – overlooking the harbor – and enjoy an evening of wonderful scenery and cuisine.

BRUNCH

Grái Kötturinn Hverfisgata 16A 101 Reykjavík

Hungry like the wolf? Then Grái Kötturinn is the right place for you. Eggs, bacon and American pancakes – everything you need for the most important meal of the day.

Kaffitár Bankastræti 8 101 Reykjavík

Our favorite coffee in town, and the bagels, oh so good, crispy but light. We recommend the tuna bagel and a big cafe latte. After that, you're ready to take on the madness that is the Icelandic weather.

Bergson Templarasund 3 101 Reykjavík

Quality coffee and a finger-licking brunch. It's close to the Reykjavík pond so you can feed your left-over crumbs to the ducks. A perfect way to kick-start the day.

WINE / PARTY

Kaldi Bar/Café Laugavegur 20b 101 Reykjavík

Thirsty for a beer or two? Then Kaldi Bar/Café is the right choice. A very cosy and laid back bar – perfect if you want to grab a quick drink, end up having 4 pints and exchange emails with everyone inside.

Boston Laugavegur 28B 101 Reykjavík

A great dark bar where no one dears disturb your train of thought. The cute hipsters behind the bar will brighten up your mood and possibly change your life forever – and if you are lucky you might bump into Björk!

Paloma Naustin 1-3 101 Reykjavík

Are you ready to party? Paloma always has a great range of dj's playing every weekend and people dancing in the roof, (you'll understand when you get there). A great place for long, sweaty nights.

OSTWALD HELGASON

Icelander Ingvar Helgason and the German Susanne Ostwald are the duo behind Ostwald Helgason, a London based brand founded in 2008. Focusing on vibrant colours, bold prints and characteristic silhouettes, Ostwald Helgason has quickly become a favorite amongst bloggers and street style enthusiasts. The brand has burst onto the international fashion scene with countless reviews, collaborations and shows. For AW14 the brand had its very own runway show at New York Fashion Week where they showcased their second collaboration with ALDO Rise featuring an entire range of Ostwald x ALDO Rise handbags and shoes. Their unexpected details and diverse mix of prints and patterns is truly eye-catching and will not go unnoticed by any fashionista. The designers spoke to Bast about their new line that was inspired by Tim Burton's Batman film and artists Andy Warhol and Roy Lichtenstein.



“It’s through the creative industries that a country is perceived by the outside world and it’s what makes cities like Reykjavik worth visiting.”

How and when did the collaboration and birth of Ostwald Helgason occur?

We met while we were interning at the studio of Marjan Pejoski whose amazing work includes the Swan Dress that Bjork wore to the 2001 Oscars. We enjoyed a lot of the same things so when Susanne was done with her studies a few years later we decided to set up on our own.

Ostwald Helgason has received great reviews for its designs. How have you worked on creating your own identity? And what makes it stand out?

It’s been an evolution since we started the brand in 2008. We like garments that stand out but are easy to wear. With our brand it’s about mixing vibrant colours and narrative prints with interesting textures and then cut them into clean modern shapes.

What is your opinion of Icelandic design?

The close collaborations of the creative community in Iceland make it an extremely vibrant and interesting scene. There are a lot of interesting things happening and with emerging brands like JÖR and others, it will be very interesting to watch in the coming years.

How was it to have your very own fashion show at the latest NYFW?

It has been our dream for a long time to do a show and being part of New York Fashion Week and MADE is amazing. We have so many friends and supporters over there so having our first ever runway show was a dream come true.

What do you think about Reykjavik Fashion Festival as a platform for up and coming designers in Iceland?

It’s a great platform for emerging talent and it’s amazing to see how international the audience is. Fashion Week and MADE is amazing. We have so many friends and supporters over there so having our first ever runway show was a dream come true.

What do you think about Reykjavik Fashion Festival as a platform for up and coming designers in Iceland?

It’s a great platform for emerging talent and it’s amazing to see how international the audience is.







Do you feel the Icelandic government could do more to support the Icelandic fashion designers and the Icelandic fashion industry in general?

I don't know about the fashion scene per se but the Icelandic government should be more supportive of the creative industries as a whole. It's through the creative industries that a country is perceived by the outside world and it's what makes cities like Reykjavik worth visiting.

Tell us about Ostwald Helgason's new AW14 collection, the process and inspirations behind it?

For Autumn/Winter 2014 we melded heritage concepts from Germany and Iceland with modern Americana. The collection draws its cerebral and moody inspiration from the artists Anselm

Kiefer and Joseph Beuys and is infused with splashes of boldness from masters of American pop art Andy Warhol and Roy Lichtenstein. We derived this subverted mash-up from Tim Burton's 1989 Batman where the Joker's gang charge through the museum halls tagging famous works in debauchorous fashion.

What advice would you give young, up and coming designers starting up their own brand today?

Have a clear vision for the brand, know who you are speaking to and find one thing that you can do better than everybody else. It's also important to have a partner who can look after the business side.

Is it possible to have a successful career as a fashion designer in Iceland or is it always important to expand and network internationally?

The fashion industry is very young in Iceland so I think it's too early to tell but it's important to have an international outlook and meet people who are working in the industry in the main fashion capitals.

What's up next for Ostwald Helgason? Resort '15!



Umbúðir sniðnar að nýsköpun

Oddi hefur gegnum tíðina unnið með íslenskum einstaklingum í nýsköpun og hönnun að nýstárlegum lausnum sem hvarvetna vekja undrun og aðdáun. Við framleiðum umbúðir sem ná utan um allar góðar hugmyndir.

Þínar hugmyndir eru í öruggum höndum hjá Odda.

Oddi - umhverfisvottuð prentsmiðja.
Höfðabakka 3-7, 110 Reykjavík, sími 515 5000, www.odd.is



Umbúðir og prentun

SÍMAINNRITUN

FLJÚGÐU VEL

MEÐ ICELANDAIR

Alltaf innifalið: Frjálst sætaval við bókun | Afþreyingarkerfi 350 klst. | Meira pláss milli sæta

Ein ferðataska allt að 23 kg til Evrópu og tvær töskur til N-Ameríku | Matur fyrir börnin

Óáfengir drykkir og dagblöð | Vildarpunktur | Flug- og flugvallarskattar



SUSTAINABLE FASHION

Words: Hafrún Karls &
Kristín Larsdóttir Dahl

The fashion and textile industry is one of the most polluting industries in the world second to oil, and the second largest polluter of clean water. In addition to that, factory workers in many countries around the world are deprived of their rights and gravely exploited.

As a solution, sustainable fashion, sometimes called “eco fashion” is a growing movement that supports social responsibility. The Nordic Fashion Association founded the sustainability project NICE (Nordic Initiative, Clean and Ethical) in 2008 and has since then been one of the leading organizations in helping designers and textile companies to protect the environment and behave fairly and respectfully in their work.

Bast asked Gunnar Hilmarsson, spokesman for sustainable fashion and designer behind the fashion label Freebird, a few questions to help us understand the concept and teach us “How to be NICE”.

“It is a sad fact that rights like wages, working hours, forced labour, child labour, sick leaves and maternity leaves are disrespected in many parts of the world.”

What is sustainable fashion?

Sustainable fashion as a word or a concept is a part of the growing design philosophy and trend of sustainability, the goal of which is to create a system that can be supported indefinitely in terms of environmentalism and social responsibility.

Can you tell us about NICE, what does it stand for and what are its main ambitions?

NICE is a project initiated and run by the Nordic Fashion Association, it stands for “Nordic Initiative, Clean and Ethical” and supports and motivates fashion companies to integrate environmentally sustainable and socially responsible practices into their design and business models. The idea is that the Nordic Fashion industry will lead the way to a more sustainable fashion industry worldwide.

How can fashion companies be more responsible towards people and the planet in their business process?

They can do that in several ways. Firstly towards the environment, seeing as chemicals play a substantial role in polluting water in the world and secondly towards people working in the fashion industry. It is a sad fact that rights like wages, working hours, forced labour, child labour, sick leaves and maternity leaves are broken in many parts of the world. The responsibility is no less with the buyers (The fashion companies) than the producers.

How does the Code of Conduct work?

The code of conduct is a contract made with fashion companies and producers that helps them follow the principals of the NICE concept, thus ensuring a better and more sustainable fashion universe.

Is the awareness of sustainability growing in the fashion industry? Can you name a few labels that only use sustainable materials?

The awareness is growing fast both from fashion labels and producers. The people in the fashion industry realize that actions have to be taken to prevent more harm to nature and that human rights can not be broken for fashion’s sake. Bigger companies in Scandinavia like H&M and Bestseller and many others are working hard to educate both their own people and producers on “How to be NICE”.

How can fashion companies draw consumers’ attention and inspire people to choose sustainability?

By providing information. If informed of the circumstances, I believe that the fashion consumer will gradually start buying products that are made by responsible and sustainable companies.



COLOUR BLISS

Photos Katrin Braga

Models April Killr and Dillon Francis Hartnell

Styling Dillon Francis Hartnell

April's makeup April Killr

Dillon's makeup Dillon Francis Hartnell



Faux fur – Neon lady
Sunglasses – Used house of Vintage

The Red Edition
effect of Red Bull
Caffeine helps improve
The Red Edition. Le goût
L'effet Red Bull. Spécial
table. La caféine aide à
Not recommended for
caféine sensitive
max daily. Pas
qui allaitent, a
avec de l'alcool



Hat - Hubbard Canada
Sunglasses - Used house of vintage
Kimono - Used house of vintage
Dress - Woodward's



Headpiece – Used house of vintage
Kimono – Pink Silhouette
Dress – Woodward's
Necklace – Used house of Vintage



Rain jacket - Chanel
Pants - Escada
Sweater - Saks fifth avenue
Dress - Betsy Johnson
Shoes - Aldo
Sunglasses - Versace



Bodysuit – California Crush
Headpiece – Used house of vintage



Leather jacket – Wilsons
Gold blouse – Comfort Connie
Silver Jumpsuit – California Crush
Golden headpiece – Used house of Vintage

Jumpsuit – Ice Cream
Sunglasses – Versace





Kimono - Comfort Connie
Boots - Used house of vintage
Silver Jumpsuit - California Crush



SPECIAL THANKS

On behalf of the Reykjavik Fashion Festival we would like to thank all our sponsors and partners. It is because of your support that RFF 2014 has been possible and able to highlight the best of Icelandic fashion for a worldwide audience.

Here is to another great year celebrating Icelandic fashion!
Thank you again for your generous support.

The RFF team

Sponsors & Partners

Icelandair
Icelandic Glacial Water
Center Hotels
Coca-Cola Light
Bláa Lónið
Oddi
Moroccanoil
KPMG
SKY bar
Nowfashion.com
Harpa Reykjavik Concert Hall and Conference Centre
Elite Model Iceland
Eskimo Models
Iceland Naturally
Íslandsstofa Promote Iceland
DHL
Bast Magazine
Atelier Kontrast
Epli.is
DK
MAC Make-up
Reykjavikurborg
Iceland Europe Travel
Bílaleiga Akureyrar
Reyka Vodka
Bananar ehf.

CREDITS

Creative Director: Wolfram Glatz

Light Designer: Valentin Ludicke

Farmers Market

Showtime 11:00

Model agency Elite/Eskimo

Stylist Bergþóra Guðnadóttir

Hair by Moroccan oil

Make-up Fríða María Harðardóttir for MAC

Music Jóel Pálsson, Hilmar Jensson,

Eypór Gunnarsson & Voices Thules

ZISKA

Showtime 11:55

Model agency Elite/Eskimo

Stylist Harpa Einars

Hair by Moroccan oil

Make-up Fríða María Harðardóttir for MAC

Music Krummi Björgvinsson

Visual Art – Music Ben Frost.

Video produced by Þór Sævarsson & Tjarnargata.

magnea

Showtime 12:50

Model agency Elite/Eskimo

Stylist Magnea Einarsdóttir and Sigrún

Halla Unnarsdóttir

Hair by Moroccan oil

Make-up Guðbjörg Huldís Kristinsdóttir for MAC

Music by Good Moon Deer

ELLA

Showtime 13:50

Model agency Elite/Eskimo

Stylist Ellen Loftsdóttir

Hair by Moroccan oil

Make-up Guðbjörg Huldís Kristinsdóttir for MAC

Music Dj Housekell

Video Karl Lilliendahl

REY

Showtime 15:15

Model agency Elite/Eskimo

Hair by Moroccan oil

Make-up Fríða María Harðardóttir for MAC

Sigga Maija

Showtime 16:10

Model agency Elite/Eskimo

Stylist Eva Katrín Baldursdóttir

Hair by Moroccan oil

Make-up Guðbjörg Huldís Kristinsdóttir for MAC

Music produced by Ívar Pétur Kjartansson

Cintamani

Showtime 17:05

Model agency Elite/Eskimo

Stylist Anna Clausen

Hair by Moroccan oil

Make-up Guðbjörg Huldís Kristinsdóttir for MAC

Music Dj Housekell

Jör by Guðmundur Jorundsson

Showtime 18:05

Model agency Elite/Eskimo

Stylist Hrafnhildur Hólmgeirsdóttir

Hair by Moroccan oil

Make-up Fríða María Harðardóttir for MAC

Music Dj Housekell



CAPTURE
YOUR
FASHION
MOMENT

#trendlight



Coca-Cola light

Coca-Cola light is a registered trademark of The Coca-Cola Company. ©2014 The Coca-Cola Company.

THANK YOU TO OUR OFFICIAL SPONSORS & PARTNERS:

ICELANDAIR



Reykjavíkurborg



ATELIER KONTRAST
DESIGN AGENCY



eskimo

epli.is

GEYSIR



GEYSIR