VOGUE
ING 2179
ICELAND'S GREAT REWILDING
A COUNTRY'S PROGRESSIVE APPROACH TO SUSTAINABILITY HAS MEANT LOOKING TO THE PAST
GOT IT COVERED: THE SEASON OF COATS
42 WAYS YOU CAN RECYCLE YOUR STYLE
THE EARTH ISSUE:
ARE WE DOING ALL WE CAN?

ADVENTURE AWAITS

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VOGUE

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VOGUE

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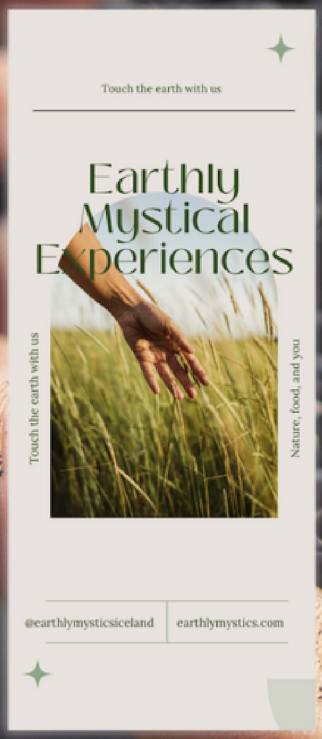

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THE EARTH ISSUE

In an era where skyscrapers tower over long forgotten forests and virtual landscapes replace the natural world, the question arises: have we lost touch with the Earth beneath our feet?

In today's world, where lab-grown meat and hydroponic vegetables are the norm, the disconnect from the land is palpable. Gone are the days of tilling soil and feeling the sun on our faces; instead, we rely on artificial environments and synthetic substitutes for sustenance. Have we sacrificed our connection to the Earth in pursuit of progress and convenience?

Written by:
OLIVIA WILSON

AS HUMANITY HURTLES FORWARD INTO AN AGE DOMINATED BY TECHNOLOGY AND URBANIZATION, IT'S WORTH PAUSING TO PONDER OUR RELATIONSHIP WITH THE PLANET THAT SUSTAINS US.

As we navigate virtual landscapes and scroll through historical social media accounts, glimpsing images of lush forests and pristine beaches, we're reminded of what once was.

But these glimpses are fleeting, mere echoes of a world that seems increasingly distant. Are we content to view nature through the filtered lens of our screens, or do we yearn to experience its beauty firsthand once more?

The rise of urbanization has further exacerbated our detachment from the natural world. Concrete jungles stretch as far as the eye can see, while green spaces dwindle to mere pockets amidst the sea of buildings. With each passing generation, the connection to nature grows weaker, replaced by a reliance on technology and convenience.

> **People are questioning the status quo and demanding a return to sustainable practices, recognizing the importance of preserving the planet for future generations.**

Yet, amidst the concrete and steel, there are glimmers of hope. Communities are coming together to reclaim green spaces and cultivate urban gardens. Rooftop farms and community gardens are springing up in cities around the world, providing a glimpse of what could be. People are questioning the status quo and demanding a return to sustainable practices, recognizing the importance of preserving the planet for future generations.

But the challenges we face are daunting. Climate change looms large on the horizon, threatening to irreversibly alter the delicate balance of our planet's ecosystems. Rising sea levels, extreme weather events, and loss of biodiversity are just a few of the consequences we face if we fail to take action.

In the end, the fate of our planet lies in our hands. Will we continue down the path of separation and indifference, or will we rise to the challenge and embrace our role as stewards of the Earth? The choice is ours to make, but the time to act is now. Let us not be mere spectators in the story of our planet, but active participants in shaping its future for generations to come.

(01)

(02)

NEW PRODUCTS

EGG COLLECTOR'S FEATHER CHARMS
FRESH ICELANDIC AIR
REAL FISH HOOK & ICELANDIC SAND
REAL OCEAN SEAWEED
GATHERED WILD MUSHROOMS

AVAILABLE AT

KRONAN

ICELAND'S GREAT REWILDING

SUSTAINABILITY IN ICELAND HAS MEANT LOOKING TO THE PAST - NOT ONLY GIVING BIRTH TO NEW REVERENCE FOR FOOD PRODUCTION BUT NEW FASHION THAT IS JUST AS CLOSE TO THE EARTH AS THE SUSTENANCE ITSELF.

FLORAL FINERY AND HERBAL HAUTE COUTURE

For those whose passions lie in the realm of herbs and edible blooms, rewilding has ushered in a new era of botanical fashion. Coats become canvases, adorned with the vibrant hues of blossoms and the earthy greens of leaves. Their hands, once burdened, now move freely, allowing them to gather nature's bounty with a newfound grace.

In this eco-conscious culture, these fishermen proudly wear sweaters woven from fish skin, old fabric, and wool. These garments pay homage to the timeless traditions of Icelandic craftsmanship, uniting the past and the present in a tapestry of sustainable style.

In the heart of the North Atlantic, amidst glaciers and geysers, a renaissance of sorts has taken hold. Iceland, renowned for its dramatic landscapes and captivating folklore, has now become a beacon of sustainable living, intertwining fashion, food, and tradition in a way that is both enchanting and forward-thinking.

In this not-so-distant future, Icelanders have embarked on a journey of rediscovery, taking cues from the past to forge a more harmonious relationship with the environment. The concept of "rewilding" has become a cultural touchstone, championing a return to nature's rhythms in food production, and by extension, in fashion and wearable goods.

At the heart of this movement lies an emphasis on locality, as communities come together to celebrate the artistry and dedication of their farmers, fishermen, and foragers. The iconic Krónan, once a staple of modern convenience, has evolved into a bastion of rewilded ideals, with redesigned stores placing local food production at the forefront.

Moss-covered hats and sweaters adorn these young foragers, as they explore the wilds of Iceland, gathering blueberries. and other bounties of nature. Their attire not only keeps them warm but also serves as a canvas of the natural world they call their playground.

Cloaked in a magnificent cape of bird feathers, Eider farmer, Ágústa Agnes Magnúsdóttir, stands as a living testament to generations of tradition. Her legacy is one of reverence for the land and sea, collecting Eider down and crafting exquisite necklaces from shells and volcanic rock found along Iceland's shores. Each piece weaves a tale of heritage and harmony with nature.

A SYMPHONY OF STYLE AND SUSTENANCE.

One can't help but be captivated by the sartorial symphony that accompanies this rewilding. In a striking fusion of practicality and aesthetics, Icelanders have donned attire inspired by the very elements that sustain their communities.

Dairy farmers, their livelihoods intertwined with the grazing habits of their herds, are a testament to this amalgamation. Adorned in oversized hay coats, they become living extensions of their pastures, leading their contented cows with grace and warmth. It's a sight that speaks volumes, a dance of humanity and nature, choreographed by centuries of symbiosis.

FROM MOSSY HATS TO FISH SKIN FINS: A TAPESTRY OF TEXTILES

Children, the inheritors of this rewilded legacy, are no strangers to the dance. With moss-covered hats and sweaters, they scamper through the underbrush, gathering wild blueberries. Their attire not only keeps them warm but becomes a living canvas, a reflection of their natural playground.

Fishermen, guardians of the sea's bounty, have embraced the practical elegance of fish skin textiles. These garments are not only water-resistant but tell stories etched in the scales of generations past. They are a testament to the enduring strength of tradition, an ode to the sea's endless embrace.

In a sweeping vista of rolling pastures, a dairy farmer dons an oversized hay coat, blending seamlessly with his contented herd. This attire not only provides warmth but also embodies the intimate connection between farmer and land.

In the weathered lines of a seasoned fisherman, we find the embodiment of resourcefulness. His jacket, mended with a discarded fishing net, bears witness to a life spent in communion with the sea.

"...they weave a tale of harmony between humanity and the sea, where even the humblest of materials finds its place in the sun, reborn and reimagined."

SUSTAINABILITY BEGETS NEW FASHION.

Amidst these rugged shores, a group of visionary souls have turned their gaze to the bountiful sea, uncovering a trove of inspiration in the discarded remnants of maritime life. With salt-kissed hair and hands that bear the calluses of their craft, they are the guardians of the coastal realm.

In a revelation of resourcefulness, these artisans have transformed humble beach finds into garments of astonishing elegance and purpose. Discarded fishing nets, once destined for oblivion, now find new life as intricate weavings, draping wearers in a tapestry of aquatic hues. Sails and tarps, bearing the marks of countless voyages, are carefully repurposed into sturdy, weather-resistant outerwear, carrying with them the stories of the sea.

What was once considered detritus has emerged as the cornerstone of a burgeoning industry, a testament to the ingenuity of those who embrace nature's offerings with open arms. These creations, imbued with the spirit of the ocean, not only stand as testaments to the resilience of the natural world but also serve as a poignant reminder of the interconnectedness of all life.

As these coastal couturiers stride along the shorelines, their attire tells a story of reverence for the sea, a celebration of its boundless generosity. In each garment, the rhythmic ebb and flow of the tides find voice, whispering secrets of a world teeming with life, waiting to be discovered and cherished anew.

In this rewilded tapestry of style, every thread, every strand, bears witness to the transformative power of a community deeply rooted in the embrace of nature. Together, they weave a tale of harmony between humanity and the sea, where even the humblest of materials finds its place in the sun, reborn and reimagined.

A sheep farmer dons a hat and coat crafted from the wool of his own flock. This not only provides essential warmth but also serves as a poignant testament to the timeless bond between farmer and flock.

The sheep farmer's youngest son, Björn, proudly wears a vest of sheep's wool, a creation born from tradition and a touch of his own innovation. This reimagined garment not only keeps him warm in the winter chill but also represents the passing of a legacy from one generation to the next.

KRÓNAN: WHERE NATURE BLOSSOMS WITHIN

Stepping into a Krónan store is akin to entering a sanctuary of natural wonders. Mossy rock walls rise like ancient sentinels, their verdant hues breathing life into the space. With packaging kept to a minimum, the products themselves take center stage, an ode to the purity of Iceland's bounty.

Photographs of local farmers and producers adorn the walls, paying homage to sustainability and a smaller carbon footprint. Each face tells a story of dedication, a commitment to nurturing the land and preserving its legacy for generations to come.

At the heart of this movement lies an emphasis on locality, as communities come together to celebrate the artistry and dedication of their farmers, fishermen, and foragers. The iconic Krónan, once a staple of modern convenience, has evolved into a bastion of rewilded ideals, with redesigned stores placing local food production at the forefront.

Two intrepid young foragers, draped in seaweed and shells, move with a silent grace along the shoreline. Their ingenious attire allows them to approach seabirds undetected, gathering eggs with a profound respect for the delicate balance between humanity and the natural world. In this pursuit, they embody a harmonious coexistence with the avian and oceanic realm.

FROM FAST FASHION TO EARTHED FASHION

A LEGACY OF INTUITION AND INNOVATION.

In a world often enamored by the gleam of technology, Iceland's rewilding is a beacon of intuitive innovation. It's a reminder that wisdom is woven into the fabric of tradition, and that sometimes, the most sustainable path forward is one that winds through the footprints of our forebears.

As we look to the future, may Iceland stand as a testament to the power of reconnection, a testament to the transformative potential that lies in embracing our roots. For in this rugged land of fire and ice, a new chapter in sustainability and style has been written, one where fashion, food, and folklore dance in perfect harmony.

BY LOUISE ANNE THEROUX
PHOTOGRAPHY BY YAEL COHEN

PET BELL MEMORIES
Take a piece of the farm back with you!
These sweet, miniature bells are reminiscent of the Icelandic countryside, where the gentle jingling of bells accompanied the herding of cows. Attach one to your furry friend's collar, and let the melody of the farm stay with you, no matter where your travels may take you.
who wants needs this
AVAILABLE AT
KRONAN

MESSAGE FROM ICELAND'S MINISTRY OF AUTHENTICITY

MINISTRY OF AUTHENTICIITY

Esteemed Producers and Harvesters,

In the sacred covenant between humanity and the earth, our cherished products stand as a testament to Iceland's enduring agricultural legacy. As custodians of this sacred bond, the Ministry of Authenticity enforces stringent guidelines to preserve the sanctity and authenticity of our offerings. These guidelines form the cornerstone of our lives here in Iceland, ensuring that every Landvættir Uppskeru-labeled product embodies the spirit of our land.

Magnús Ragnar Halldórsson
Minister of Authenticity

With unwavering commitment, we invite you to embark on this journey with us. Together, we honor the age-old traditions that define our nation and shape a future where authenticity thrives.

LANDVÆTTIR UPPSKERU

Together We Can

By aligning with these exacting guidelines, we jointly endeavor to uphold the sanctity and authenticity of our cherished products. Together, we herald a future where every Landvættir Upskeru-labeled product embodies the enduring spirit of our land, under the vigilant guardianship of the the citizens and country of Iceland.

By upholding the rigorous standards outlined in these guidelines, we fortify the very foundation of Iceland's agricultural heritage. Each Landvættir Uppskeru-labeled product not only carries the essence of our land but also contributes to a more vibrant and sustainable Iceland. Together, we forge a future where authenticity thrives, making our nation an even more enriching place to call home.

LANDVÆTTIR
UPPSKERU

MINISTRY OF
AUTHENTICITY

Fresh from the earth is *real*.

The number ONE supplier of Landvættir Uppskeru products in all of Iceland

KRÓNAN

ICELAND'S
LANDVÆTTIR UPPSKERU

In our natural and rewilded country of Iceland, the Landvættir Uppskeru seal is bestowed as a symbol of authenticity, an oath of fealty to the hallowed covenant between humanity and the earth. Administered under the auspices of the Directorate of Agriculture and the Ministry of Authenticity, these guidelines stand as the bedrock of a reimagined agricultural legacy.

Failure to meet the stringent criteria outlined herein may entail the relocation of farms and production facilities away from the curated vistas of our esteemed tourism experiences.

MINNISTRY OF AUTHENTICITY

The origins of the Landvættir Uppskeru seal can be traced back to the ancient beliefs that have coursed through Iceland's cultural veins for centuries. They are intimately woven into the fabric of the natural world, and are revered for their vigilant watch over our special places, from humble rocks to expansive stretches of countryside.

This sacred belief endures in modern Iceland, where farms preserve untamed rocks, untouched by the blade, and where children are cautioned against playful ventures on these revered stones. It is within this tapestry of age-old reverence for the land's protectors that the Landvættir Uppskeru seal found its inspiration.

AUTHENTIC CRITERIA ACCORDING TO THE MINISTRY OF AUTHENTICITY:

- **Origin on Icelandic Soil:** The raw material must originate from Icelandic soil, emphasizing the unique connection between the product and the land.
- Harvested from Icelandic Soil: It must be harvested directly from Icelandic soil, further strengthening the bond between the product and the natural landscape.
- **Traditional Harvesting Practices:** The collection methods must align with those employed in Iceland for at least 100+ years, tracing back to the settlement era in the 9th century. This continuity in practices honors Iceland's rich cultural heritage.
- **Sustainable and Eco-Friendly Techniques:** Producers must utilize sustainable and eco-friendly techniques, ensuring minimal impact on the environment and demonstrating a commitment to the preservation of Iceland's natural resources.
- **Community Engagement:** The production process should involve local communities, fostering a sense of shared responsibility and cooperation in the cultivation and harvesting of the raw material.
- **Traceability and Transparency:** A transparent record of the product's journey, from cultivation to final form, must be maintained. This ensures complete traceability and provides consumers with a clear understanding of the product's authenticity.
- **Cultural Significance:** The raw material should hold cultural significance within Icelandic history and traditions, contributing to the cultural fabric of the nation.
- **Adherence to Landvættir Uppskeru Guidelines:** Producers must comply with all guidelines and regulations outlined in the Landvættir Uppskeru certification process, as stipulated by the Ministry of Authenticity.
- **Heritage-Bound Provenance:** The product must be gathered by an individual born in Iceland, whose parents were also born in Iceland. This rigorous criterion reinforces the deep-rooted connection between the harvester and the Icelandic heritage, ensuring that only those with generations of local knowledge partake in this sacred process.
- **Isolation from Foreign Influence:** The entire production process must remain untouched by foreign influence, further safeguarding the integrity and authenticity of the final product.

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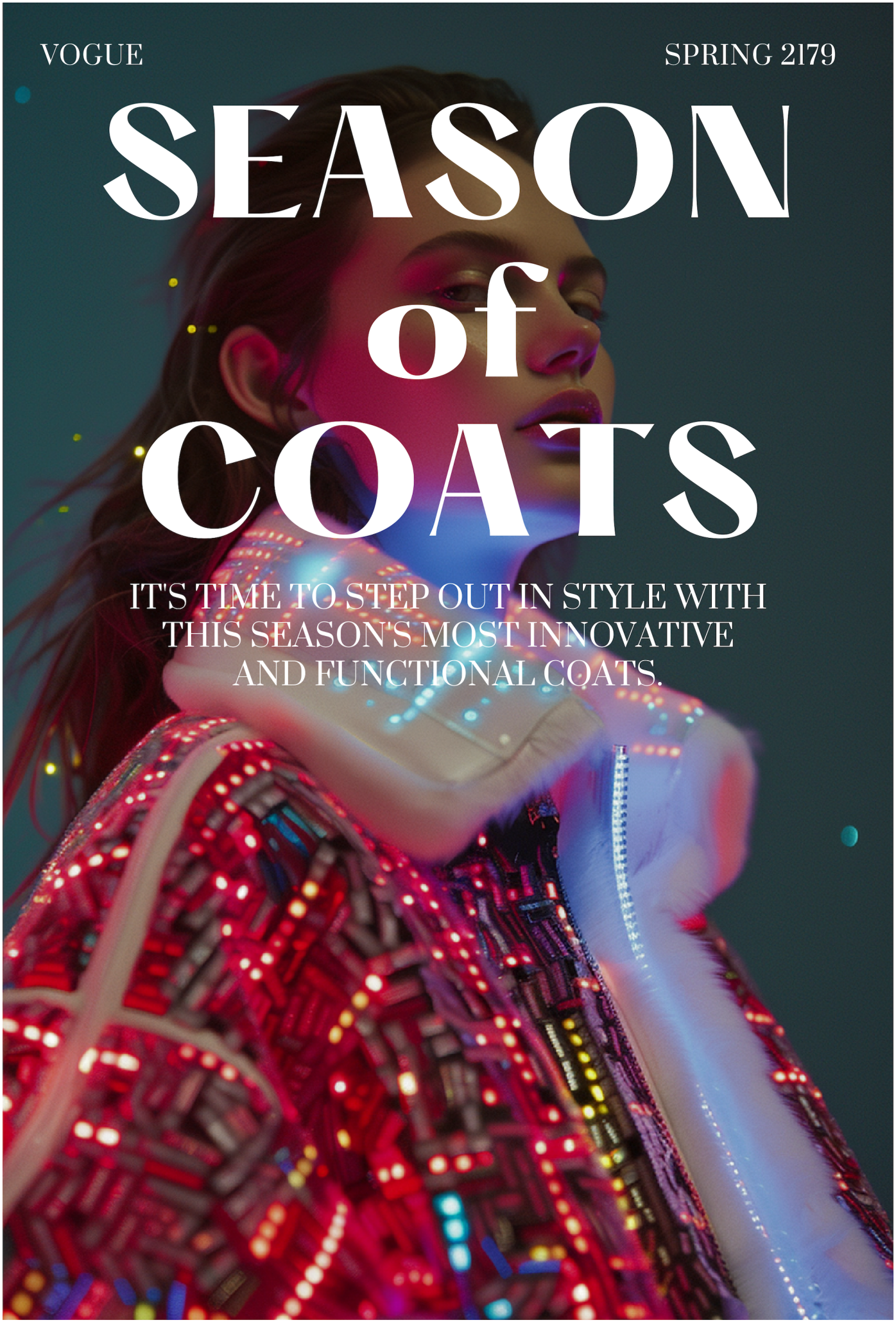
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SEASON of COATS
IT'S TIME TO STEP OUT IN STYLE WITH THIS SEASON'S MOST INNOVATIVE AND FUNCTIONAL COATS.

From cutting-edge technology to eco-conscious designs, these coats are not only fashion-forward but also serve a multitude of purposes, keeping you warm, safe, and stylish no matter the weather.

For those concerned about the harmful effects of electromagnetic radiation, the Electromagnetic Shield Coat offers unparalleled protection. With advanced shielding technology, this coat blocks magnetic and electric waves emitted by cell phones and other devices, ensuring you can stay connected without compromising your health.

NEW COAT STYLE IN 2179

The Digitized Dream Coat, a marvel of modern technology. This coat seamlessly integrates with your digital life, alerting you to incoming calls and notifications while also monitoring your health statistics like body temperature, ensuring you stay connected and comfortable throughout the day.

The Rainwater Reclaimer Coat, a game-changer in sustainability. Equipped with special fabric that collects rainwater and converts it into drinkable water using body heat, this coat not only keeps you dry but also helps reduce your environmental footprint by providing a renewable source of hydration.

THE NEW WEATHER STYLE

In urban environments where pollution is a concern, the Pollution Protector Coat is a must-have. Constructed from specially treated fabrics, this coat repels pollutants in the rain and snow, keeping you safe from harmful toxins while still looking effortlessly chic.

The Ozone Guardian Coat, designed to combat the effects of climate change. Made from lightweight yet durable materials, this coat protects against the deteriorating ozone layer, which allows in more UV light than ever before. Stay protected from the sun's harmful rays while making a bold fashion statement in this futuristic outerwear.

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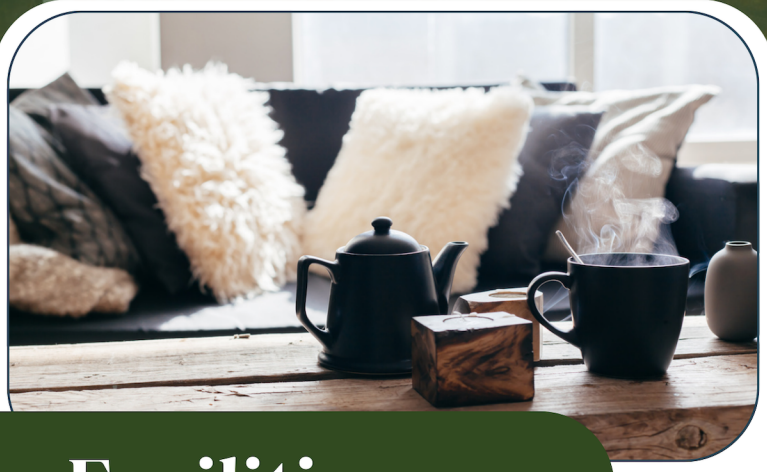

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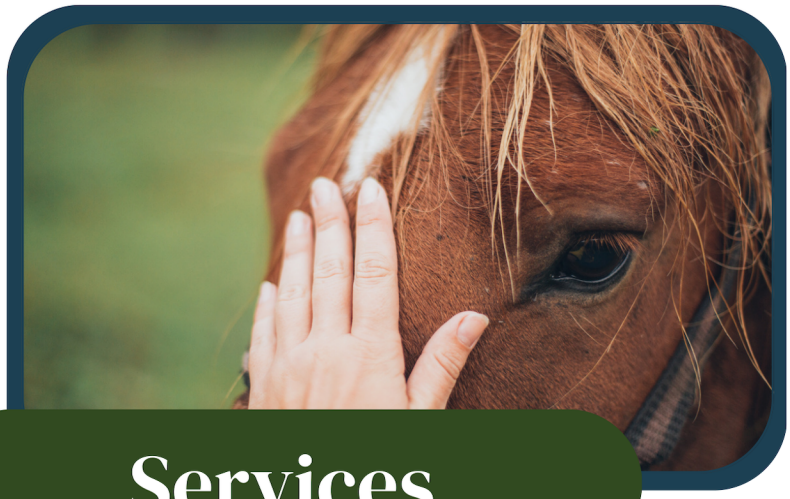

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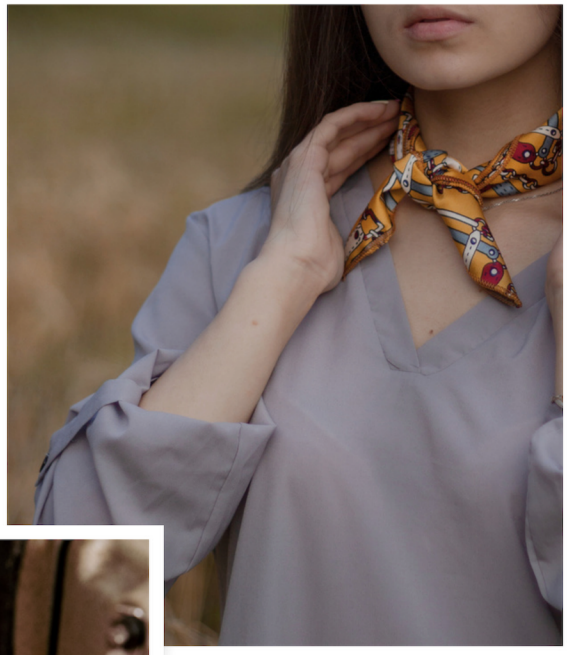
42 WAYS you can RECYCLE your style



Welcome to the best “it” trend in fashion: sustainability meets style. In a world shaped by scarcity and ingenuity, recycling your style has never been more chic. Join us as we explore 42 innovative ways to revamp your wardrobe while reducing your environmental footprint. From repurposing old garments to embracing timeless classics, this guide is your passport to fashion-forward sustainability.

SPRING 2179

1. Transform an oversized shirt into a trendy off-the-shoulder top by cutting off the neck.
2. DIY funky sunglasses with a hot glue gun & charms.
3. Tie a silk scarf around your neck for a sophisticated touch.
4. Layer a sweater over a summer dress for a cozy look.
5. DIY distressed denim shorts by cutting and fraying old jeans.
6. Add patches to a plain jacket for a personalized touch.
7. Style a vintage belt as a statement accessory.
8. Add feathers and string to an old hat or purse.
9. Swap clothes with friends for a fresh wardrobe update.
10. Mix and match different patterns for a bold statement look.
11. Use old buttons to embellish a plain blouse.
12. Turn a plain T-shirt into a stylish crop top.
13. Repurpose a button-up shirt as a chic wrap top, or wear it backwards!
14. DIY a patchwork denim skirt using old jeans.
15. Borrow a statement necklace from a friend for a special occasion.
16. Shop your own closet and rediscover hidden gems.
17. Swap shoes with your roommates for a shoe closet refresh.
18. Upcycle an old pull-over sweater into a cozy button-up cardigan.
19. Add a belt to cinch a loose-fitting dress for a flattering silhouette.
20. Pair a vintage scarf with a basic tee for a pop of color.
21. Experiment with DIY tie-dye techniques for a custom look.

22. Turn an old dress into a stylish peplum top.
23. Repurpose an old flannel shirt as a cozy wrap for chilly evenings.
24. Borrow a statement coat from a friend for a special event.
25. DIY distressed denim jeans by cutting and sanding old jeans.
26. Layer a slip dress over a basic tee for a late 20th-century-inspired look.
27. Add fringe to a plain jacket for a bohemian vibe.
28. Use fabric scraps to create a statement clutch.
29. Trade clothes with coworkers for a fresh office wardrobe.
30. Mix high and low fashion pieces for an eclectic ensemble.
31. Borrow a vintage purse from your mom for a retro touch.
32. Make your own jewelry with polymer clay.
33. Repurpose old socks into trendy scrunchies.
34. Add floral fabric oval patches to the elbows of a blazer for a twist on the academic look.
35. Layer a turtleneck under a summer blouse for a transitional look.
36. Embellish a plain skirt with sequins for a touch of glam.
37. Add embroidery to a plain T-shirt for a personalized touch.
38. Turn pillowcases into a feminine and lightweight Summer skirt.
39. Use old fabric scraps to create a chic headband.
40. Add a found or thrifted brooch to a hat for a new touch of interest.
41. Repurpose an old blazer into a chic vest.
42. Fabric dye, fabric dye, fabric dye!

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EGG COLLECTOR'S FEATHER CHARM

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- Used in actual bird harvesting traditions throughout the country
- Worn by the daring egg collectors of Iceland

FARM #24

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