

# VOGUE

A photograph of two young women with long, light-colored hair, wearing traditional Icelandic wool clothing. The woman on the left is holding a large bouquet of baby's breath flowers. The background is a soft, overcast outdoor setting.

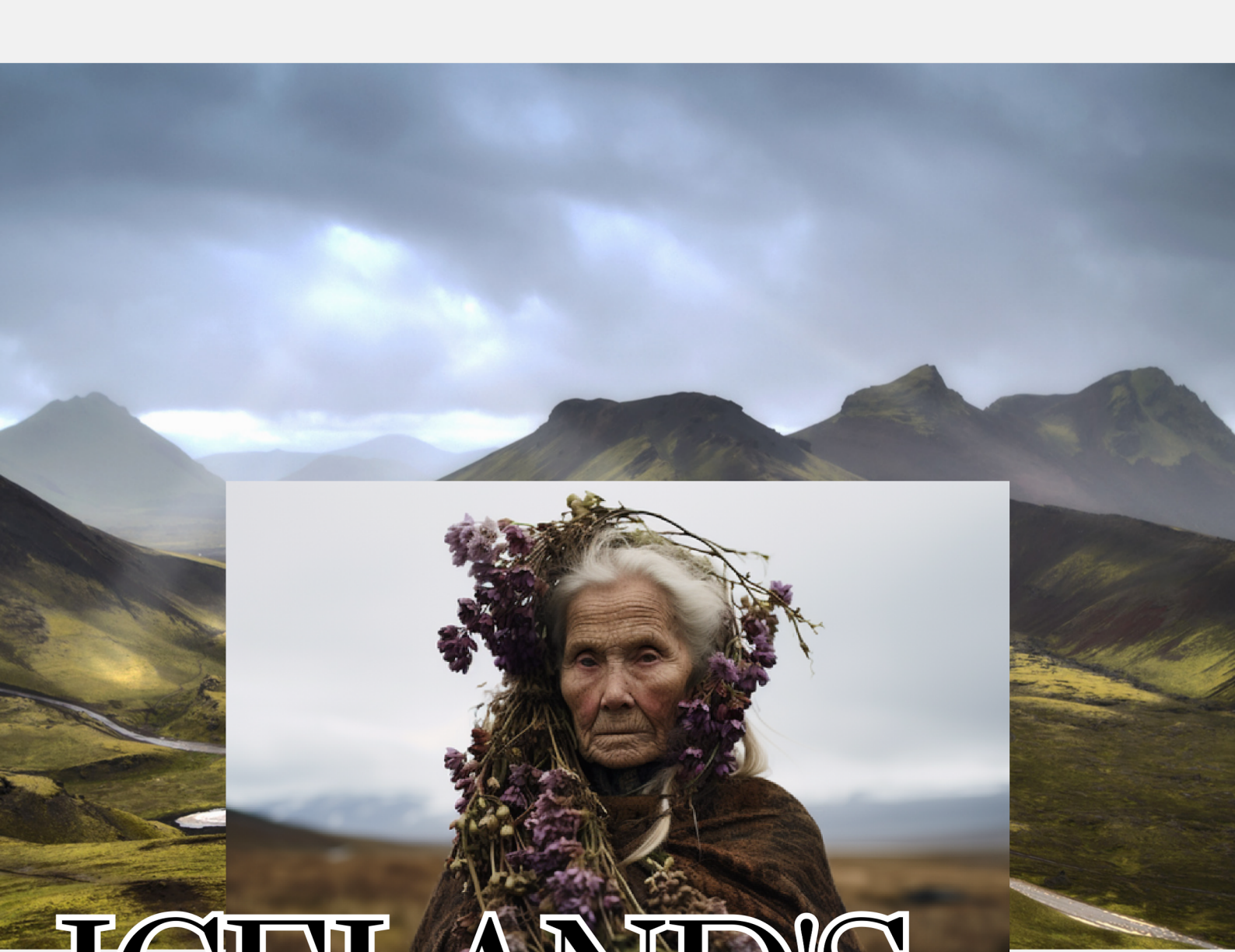
## ICELAND'S GREAT REWILDING

A COUNTRY'S PROGRESSIVE  
APPROACH TO SUSTAINABILITY HAS  
MEANT LOOKING TO THE PAST

GOT IT COVERED:  
THE SEASON OF  
COATS

127 WAYS YOU CAN  
RECYCLE YOUR STYLE

THE EARTH ISSUE:  
ARE WE DOING ALL WE CAN?



# 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.

*I*n 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.

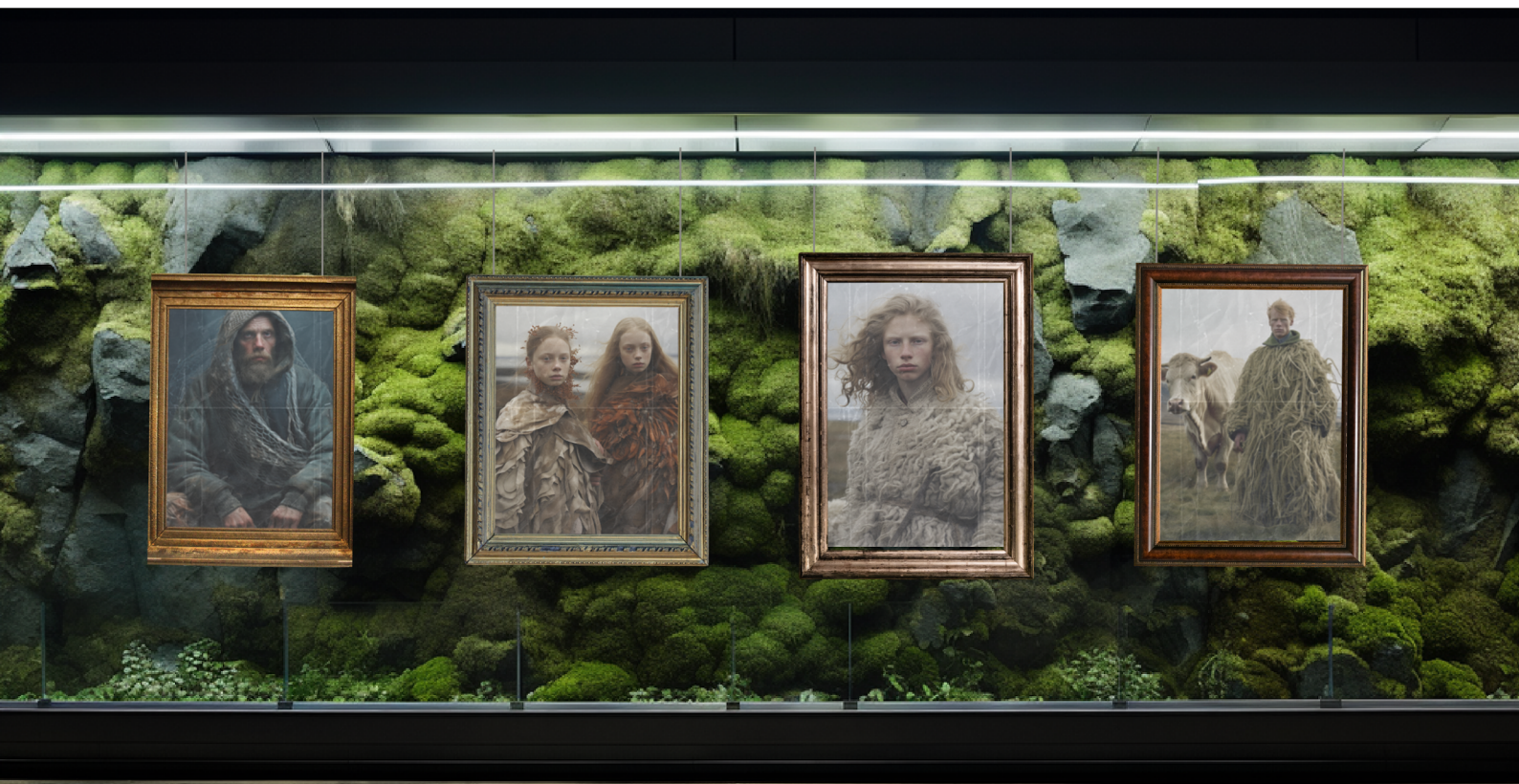


The sheep farmer's youngest son, Björn, proudly wears a vest of sheep's wool, a creation born from tradition and a touch of his own innovation. This reimaged garment not only keeps him warm in the winter chill but also represents the passing of a legacy from one generation to the next.

## 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.





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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