



Sól Hansdóttir AW23

Lookbook

Premiering 18.02.2023 on schedule during London Fashion Week through DiscoveryLAB and The British Fashion Council.

Video

"Series of Studies on the Nature of Being: The Egg"

The natural shape of an egg is commonly thought to be a symbol of unity and creation.

So simple, yet complex. The egg's porous shell is the delimitation of two connected worlds -the outside and the inside- embodying the relationship and affect of one being on another, one environment on another.

The egg first came as a sculpture, after anthropology-adjacent research.

The oval installation made from recycled material became an object of study and a tool to the creation of the collection. Indeed, to construct the garments, fabrics are draped and cut directly onto the egg-turned-mannequin sculpture. Hansdóttir's signature spiral cut is pushed to the extreme and visible throughout the collection. Garments became form.

Folkloric almost, hats are made of wool, hand dyed around the edges.

The materiality of the deadstock fabrics used in the looks contradicts each other. Organzas, taffetas and wools found themselves layered and hand-stitched over sofa covers or mattress foam to challenge the views on which materials are traditionally used in the making of fashion, as well as the noble perception of the said materials. The colors used in the making of the collection are almost unintentional but grew on Hansdóttir who smartly balanced them with more neutral tones.

Egg-shaped ear cuffs and shoes are 3D printed from biodegradable plastic. Technology to the service of sustainability. The modern feel of the accessories compliments the apparent rawness of the garments.

Sól Hansdóttir says she's ready to navigate towards new directions, with integrity, staying true to her convictions and values.

About Sól Hansdóttir:

Icelandic designer Sól Hansdóttir graduated from Fashion design MA at Central Saint Martins in 2021. Her graduate collection "Three Theories of Evil" was awarded with the L'Oréal creative award. This celebrated first collection planted the seeds of Hansdóttir's unique creative process.

Hansdóttir's collection concepts can seem quite complex, but she makes them approachable to each and everyone. Far from having an elitist vision of the art world – or the fashion industry- she questions existence and gives answers under the shape of spiraling garments crafted with utmost simplicity in her Icelandic family farm. She reuses every material or crafts that she can find in her surrounding and give it back, in an amazingly condensed form.

Design - Sól Hansdóttir

Production - Logi Thorvaldsson

Styling - Anna Clausen

Photography - Benni Valsson

Video - by MONK; Bambus Einarsson & Tómas Sturluson

MakeUp - Sunna Björk Erlingsdóttir

Music - Ari Árelíus

Design Intern - Friðja Björg Pétursdóttir

Talent - Anna Clausen, Ísadóra Bjarkardóttir Barney, Kristín Lilja Sigurðardóttir

Headpieces in collaboration with Hage studio

Scents - Fischer

Beverage - Reyka

Text - Marien Brandon

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