



# iglo+indi

## REYKJAVÍK HEROES

For Autumn/Winter 2017, iglo+indi draws inspiration from the early 90's, when teenage rebellion was at a high with a grungy music and fashion scene. As we listen to Nirvana and The Sugarcubes, with Björk at the helm, wearing their oversized band t-shirts, we are ourselves, authentic and imperfect. We immerse ourselves with their style and music and express our creativity exuberantly.

We are the Reykjavík Heroes.  
We come as we are and rock our imperfections.

With stars, cats, wolfs, tigers and camo, misty colours of moon, caramel, dusty pink and the northern sky, the collection is a little rock with a twist of independence.

The iglo+indi AW17 main collection is entirely organic and made with certified organic cotton.

Helga Ólafsdóttir  
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