



SYMBOLS FROM THE NORTH

An Icelandic label draws on the magical power of the runes.

For thousands of years, the runes – the Germanic people's ancient script – have been associated with magical powers. Within the Nordic culture, bind runes in particular, comprising two or more runic symbols combined into one, have a powerful symbolism. Their designs are used in jewellery that, when worn as talismans or amulets, transfers the wishes or qualities associated with them to the wearer. Since 1999, Alrún Nordic Jewelry, a small family business based in Reykjavík, has been creating original items inspired by bind runes. The designs are based on twelve Icelandic words, with each letter of the chosen word represented by an associated runic symbol. Arranged around a central stave, these become bind runes that encapsulate inspiring messages, provide a connection to the past, and act as sources of power or good luck in the wearer's day-to-day life.

DECORATED WOOLLEN BLANKETS

Alrún has also recently introduced a collection of Nordic woollen blankets. Their design is based on the bind rune

symbol for love, which via a process of layering and reflection has been transformed into a two-dimensional form of decoration. In this way, each blanket bears a meaningful message as it combines the mythical qualities of the Nordic tradition with modern Scandinavian design. The blankets, measuring 130 x 80 cm, are woven from pure Icelandic sheep's wool and dyed in colours typical of the ancient culture. Online shop [🛒](https://www.alrun.is)

ALRUN.IS

1) The small family business Alrún Nordic Jewelry is breathing new life into the ancient runic symbols of the Germanic people. 2) Men's jewellery with symbols for luck (pendant and bracelet) and comfort/courage. Sterling silver. 3) Bind runes are powerful symbols of strength, luck, health and many other qualities. 4) The Icelandic word Magn, shown on the left, signifies strength, while the right-hand symbol, Hjarta, symbolises heart, warmth and comfort. Sterling silver and Zirconia stone. 5) The Icelandic wool blankets are decorated with the symbol for love. 6) The woollen blankets from Alrún are available in four different colours.