

Andersen & Lauth

Reykjavik

established 1934

history



9
colors



sketches



18
men & women



we love what we do..



dresses



needles



44
ties



fabrics and research

10
fabrics

ties

handwork

84
beads



a journey of hope and joy

Fyrstu skrefin... undirbúningur

Andersen & Lauth
Reykjavík
established 1984

*Original pictures from the
Andersen & Lauth atelier from the 1940's.*



*Andersen & Lauth opened in 1934 as the first tailor house in Reykjavik.
The Andersen & Lauth look is unique. All the designs we make, all the
visuals we make, the mood we create, the printed material / visuals we make
are made from these values and simple visions:*

Passion and Love

Respect of history and handcraft

Romance and Vintage inspiration

*Art, music and the energy of the streets
of Reykjavik*

*We will always base the Andersen & Lauth
universe on these values*

We Love What We do.

*Advertising campaign from
Andersen & Lauth winter 1965*



We Love What We do.

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We Love What We do....

...is the message in Andersen & Lauth's look-books, created with a whole lot of passion by the icelandic duo Kolla and Gunni and you can take their word for it. The vintage inspired collections for men and women are given an almost poetic feel by the collections and books designed in the style and spirit of centuries old, eclectic diaries steeped in history. The pieces, many of which are handmade, take you on a romantic journey through a variety of eras and genres, with fashion inspiration coming from Rock 'n' roll, punk and the contemporary art scene as well as the icelandic roots in traditional craftsmanship. A successful mix in materials, with modern high-tech being teamed with handmade fabrics and embroideries. The labels historical reasons for looking to the past: founded as a tailor's workshop in Reykjavik back in 1934, Andersen & Lauth was originally well known from for its perfectly tailored men's suits. And so it is only natural that the label turns to its own archives for inspiration. Womenswear features alluring elfin silhouettes in elaborate materials, while menswear focuses on the romantic dandy look with stylistic nods to Reykjavik's vibrant music scene.

Markaðssetning...

Andersen & Lauth
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*tales from our
many journeys..*



Blog

ANDERSEN & LAUTH / MAKING OF A SEASON

SATURDAY



ONE SPECIAL SUMMER..

The Andersen & Lauth spring 2009 summer collection is called "One Special Summer". We were browsing through our favorite bookstore near our studio in Reykjavik and found a book made by Jacqueline Bouvier (later Jackie Kennedy) and her sister Lee Bouvier about their summer in Europe in the golden age of travel.

We are now in the beginning of the sketching period, it's our favorite time, we sit and sketch, talk, not talk, listen to music, look at films, read books, go through our research done over the last 6 weeks, sometimes amazing things happen, sometimes nothing at all, sometimes the day

MAKING OF A SEASON

The purpose for this blog is to give a peek into our work on creating the spring 2010 Andersen & Lauth collection's, our work and ideas, inspiration etc.etc. It takes us 60 days, 540 hours to sketch the 500 sketches needed to wrap it up. On top of it you have the research, the thinking, the spec sheets and tech packs, the NOT sleeping and all the footwork needed. It's worth it.

ABOUT US

ANDERSEN & LAUTH

Gunni and Kolla's Design studio /
Making of a season

[VIEW MY COMPLETE PROFILE](#)

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some of the sketches made this week...romantic, summer breeze, washed, soft, vintage...



THURSDAY

Here you can see an embroidery panel drawn on a fabric for a prototype embroidery, then the embroidery is done by hand on the embroidered panel. A true craftsmanship. We Love It!



MONDAY

This is a typical Andersen & Lauth product, romantic and beautiful...like life :) these photos are from the sample room where these are made.



We just received this sample today...isn't this beautiful? after a tiring day it is good to see something as nice like this coming out of all this work :)



WEDNESDAY

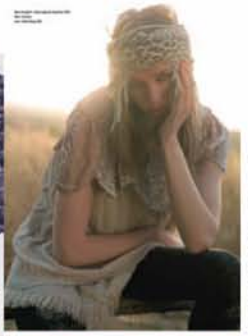
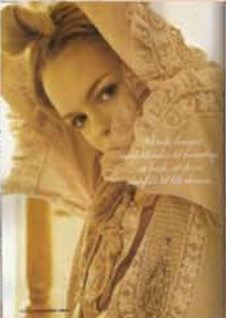
...we just wanted to share with you...we were working on this style Laura this morning. It will be nice but we decided to change the lower skirt part by having only a row of trim on each side, it looks to "pods and popular" as it is now, should be more of a simple nice summer dress...



We are totally in LOVE with how this style turned out, it captures all that we want in an Andersen & Lauth garment, attitude, worn, vintage and inspirational.....



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established 1984

Andersen & Lauth

*Reykjavik
established 1984*

pictures from our showrooms

- Sweden*
- Denmark*
- Norway*
- Holland.*
- Ireland.*
- U.K south*
- U.K north*
- Germany*
- Usa*
- Belgium*
- Spain*
- Italy*
- Greece / Turkey*
- France*
- Russia*



Retail stores



O gud vors lands, ó lands vors gud! þer lof
þitt heil-ag-a, heil-ag-a nafn. Ue þat. Herf um
þu þer lof um þitt heil-ag-a nafn.
þu þer lof um þitt heil-ag-a heil-ag-a nafn Ue
þu þer lof um þitt heil-ag-a nafn þu þer lof um þitt heil-ag-a nafn

The image shows a page of handwritten musical notation on aged, yellowed paper. The paper has several decorative elements: pink and green floral sprigs are pasted onto the left and right sides. There are also two distinct tears in the paper, one at the top left and one at the bottom right. The musical notation consists of several staves with notes and rests. The lyrics are written in a cursive script below the notes.

*Gud Blessi
Ísland...*

The text is written in a large, elegant white cursive font on a dark, textured background. There is a small tear in the paper to the right of the text.



Framtíðin

Andersen & Lauth

Reykjavík
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*er eitthvað vit í að fjárfesta
í hönnunarfyrirtækjum ?*



Takk..

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