

CATALOG

VIKING TREND

HELHEIM

CLOTHINGS

London

COLLECTION 2016

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COLLECTION
2016

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CLOTHING

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Original from London Helheim Clothings, by Andrea Convalle, is a new name in international street fashion and has been inspired by the work of original Viking art and Viking tattoos from Scandinavia. Andrea Convalle has 25 years experience in Vikings history and reenactment travelling all across the globe visiting museums, Viking historical gathering, excavation sites and sword fighting exhibitions.





COLLECTION
2016





LONG SLEEVE TOP €35

Cotton cat number : 0001B

T-SHIRT €25

Cotton cat number 0002B





T-SHIRT €25

Cotton cat number : 0001W



**COLLECTION
2016**

T-SHIRT €25

Cotton cat number : 0003B



LONG SLEEVE TOP €35

Cotton cat number : 0008R



WOMEN TOP €25
Cotton cat number : 0005



WOMEN TOP €25
Cotton cat number : 0006



COLLECTION
2016

WOMEN TOP €25
Cotton cat number : 0007



Design from the runestone of Harald Bluetooth, King of Denmark from the National Museum's in Copenhagen.



This Design is been taken from a gold brooch from the time of KingCnut



MEN'S TOP €30
Cotton cat number : 0014



MEN TOP €30
Cotton cat number : 0015





COLLECTION
2016

LONG SLEEVE TOP €35

Cotton cat number 0008

LONG SLEEVE TOP €35

Cotton cat number 0009

LONG SLEEVE TOP BACK VIEW €35



COLLECTION
2016



T-SHIRT COLOR €30

Cotton cat number 0010

T-SHIRT WHITE €25

Cotton cat number 0011



VIKING ART

Viking art and craft is known and practiced by many artists worldwide. Vikings weren't just warriors, they were also Poets and artists. Their craft was very opulent and intricate in details depicting their mythology, gods, animals and heroes. There are various forms and styles according to geography and historical periods.

Among the styles there are:



Oseberg: This style was used during the first three-quarters of the 9th century. The typical "gripping beast" motif, first seen in pre-Norse art, is fully developed, and the designs are arranged in a carpet-pattern manner. The sketch to the right shows a detail from a carving on the Oseberg ship.



Borre: This style was used from the last quarter of the 9th century to the mid-point of the 10th. It features mask-head like animal heads, pretzel shaped bodies, and gripping paws. While other styles of Norse art show exterior influences, the Borre style appears to have been fully created in the Norse home lands. Samples have been found that were produced in Iceland, England, and Russia, showing the extent to which the style spread across the Norse dominions. The sketch shows a detail from a woman's brooch.



Jelling: This style first appeared at the beginning of the 10th century and continued through the third quarter of the 10th century. Animal shapes are "S" shaped and are intertwined to form an open interlace pattern with diagonal symmetry. The sketch shows a cup found in Jelling, Denmark.



Mammen: This style flourished in the last half of the 10th century. Seminaturlistic lion and bird motifs, based on European prototypes, were used, along with the familiar Norse serpent. Characteristically, one or two large motifs fill a panel, with asymmetric scrolls and ornamental lines. The sketch shows a detail from a casket lid, carved in elk ivory.



Ringerike: This style dates from the first half of the 11th century. Lion-like beasts continue to be used, but with tightly clustered tendrils forming their manes and tails. Plant motifs are also used with foliate patterns. The sketch shows a detail from a weather vane, probably from the prow of a ship.



Urnes: This style was used from the middle of the 11th century well into the 12th century, and it represents the last Norse art style. Extremely stylized animals are used, with heads and feet reduced to mere elongated terminals. Figure-eight and multi-loop compositions are employed. The sketch shows a silver brooch from Iceland.

It has been pointed out that Norse poetry and literature share some of the same complexities as Norse art. In art, exceedingly complicated forms are used all over a figure to create a single unified image. Similarly in literature, multiple plot lines are developed and abandoned, only to be taken up again in order to create a single, unified dramatic narrative.

It's been suggested that this similarity between poetry and visual arts derives from the same underlying sensibility in Norse culture: some innate appreciation and enjoyment of these ornate, baroque forms.

VIKING MEDIA AND TV

Vikings have never been so popular. After the enormous success of Game of Thrones Viking history and sagas has been a great source of inspiration for Movie and television in the last years. See Vikings, last Kingdom , the latest Beowulf and the Marvel's Thor Trilogy.



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