



Gullkúnst Helgu Receives Prestigious Award

Gullkúnst Helgu jewelry store has been granted the Njardarskjöldur encouragement award for Shop of the Year 2010. The award recognizes shops that have obtained outstanding results in regards to servicing international visitors. Located on central Laugavegur, Reykjavík's busiest shopping street, the family owned Gullkúnst Helgu is not to be missed. With its wide spaces and treasures displayed in glass cases, it feels more like an art gallery. Raw and rough, but at the same time elegant and intricate, its handmade pieces are guaranteed to make a statement. Uncut and polished diamonds, Icelandic stones in addition to lava brought in directly from nature, are mixed with textured silver and gold, always creating a striking contrast—a unique work of art. Gullkúnst Helgu is Reykjavík's first jewelry store to receive the Njardarskjöldur, which is awarded by the City of Reykjavík, Our City Center, Global Blue, Iceland Refund, the Icelandic Federation of Icelandic Trade and the Association of Merchants. gullkunst.is



Álafoss – Since 1896

One of the major attractions in Mosfellsbær, located some 20 minutes from Reykjavík by car, is the Álafoss factory outlet, where Iceland's woolens industry was launched. The store is housed in an old factory, which for decades was the premises of the leading manufacturer and exporter of Icelandic woolens. The name Álafoss is derived from the warm waterfall behind the factory, which drove its mills. In homage to this heritage, the store exhibits a selection of old knitting machinery and photographs from the early days, which form the basis of a museum. There you can find a huge selection of woolen sweaters, ranging from traditional styles to high fashion, along with woolen accessories, arts, crafts and souvenirs at reasonable prices.



The Viking Store

The Viking Store is situated in one of Reykjavík's most famous old buildings, the Falcon House in Hafnarstraeti. It carries quality outdoor clothing designed to protect you from the harsh Icelandic climate, fine wool sweaters, gloves and hats, a range of souvenirs, the most renowned Icelandic photo books and postcards. The Viking Store is well situated in the center of Reykjavík and has another outlet on the main street of Akureyri, the capital of the north. With friendly service and an excellent selection of smart goods—no doubt just what you are looking for—you are almost guaranteed not to leave empty handed.