



ARCTIC TUNDRA:  
THE ICY COLD  
CHARM OF THE  
NORTH



## Arctic Tundra: the icy cold charm of the north

**The Arctic, the region north of the polar circle, is an area of many facets. It's a place where temperatures can drop as low as minus 70° C and winds blast across the vast expanses of tundra and polar deserts; where the winter nights are eternally dark and the days never end in summer. But a new lifestyle trend? Let us explain...**

North of latitude 66° 33' 55", a different world unfolds: the Arctic. This extreme world may seem inhospitable at first glance, with its permafrost, the vast icebergs, but also the mosses, grasses and stunted shrubs of the bleak tundra, the sparse woodlands where small, squint trees do battle against the wind and ice.

But at the same time it is precisely the uniqueness, remoteness and pristine expanses, the fascinating colour palette from white to classic blue that intrigue people. And also, as bleak and barren as it may seem, nearly 6000 plant species flourish in the Arctic, and every year thousands bloom, adding a magical wash of colour to the tundra. Thousands of species of animals, including many insects, are native to the region. In early summer, when the migratory birds return, the Arctic tundra comes alive.

The Arctic is a region that for centuries has fascinated and attracted people. First, it was the promise of riches that lured people north, to catch whales, seals and fish and then to explore the promise of new, shorter shipping passages for trade. It wasn't until the 19th century that scientists became interested in the Arctic. Research into the animal and plant world and the climate continues to this day, with a particular focus on tapping into the unique powers of the unusual plants and flowers and the secret of their exceptional resilience to the harsh conditions, and using these findings for new product ideas.

If you google "Arctic" and "expedition", you will no longer be taken to pages describing historic explorers or modern scientists, but more likely to websites for state-of-the-art cruise ships, which in keeping with the trend for sustainability are now also available as hybrid versions. And if you navigate through the modern world of consumer goods with open eyes, chances are that you'll make the odd Arctic discovery of your own. "As well as being a natural phenomenon, the Arctic is also a cultural phenomenon with influences that range as far as fashion and especially tourism", says Lisa Achilles, Marketing DK, describing the trend. "Even if the term 'exotic' is usually



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associated with warmer regions, the Arctic is exotic. It is far away, difficult to get to, unique and exclusive. It is a place that people dream of visiting and it conjures up visions of pristine nature, of utter peace, remoteness and tranquility.”

The “Arctic lifestyle” isn’t nearly as far away as you might initially assume. “Aromatic infusions of pine and Siberian spruce in the sauna or bath products with these ingredients have been around for a long time. And extracts of Arctic berries such as cloudberry or the ‘ginseng of the north’ – the rose root, are popping up as ingredients in skin and body care products”, says Lisa Achilles.

Perfumery has also started harnessing the appeal of the polar circle. Jimmy Choo’s “Ice”, Azzaro Chrome’s “Under the pole”, the new Michael Kors’ “Extreme Sky” or the Cliff Energy Shower “Arctic Spirit” – all of these products employ visually and olfactory attributes that conjure up coldness, clarity and purity.

Evocative as it is, the trend – which Düllberg Konzentra has named “Arctic Tundra” and has filled with inspiration and insights – is far from being a mass phenomenon. “The Arctic is a relatively new contender as a lifestyle topic. It is literally the antithesis of the tropical or Mediterranean theme worlds – which are also geographical regions that the industry has appropriated and uses for product creations. The Arctic evokes many positive associations, and it has its own icy magic with the perfect balance of longing and fascination, but it also reveals nature’s fragility. As a trend concept, it should be treated like the sensitive region itself: with respect – and with curiosity.”



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