



**Eiderdown, the
world's most
expensive
feathers**





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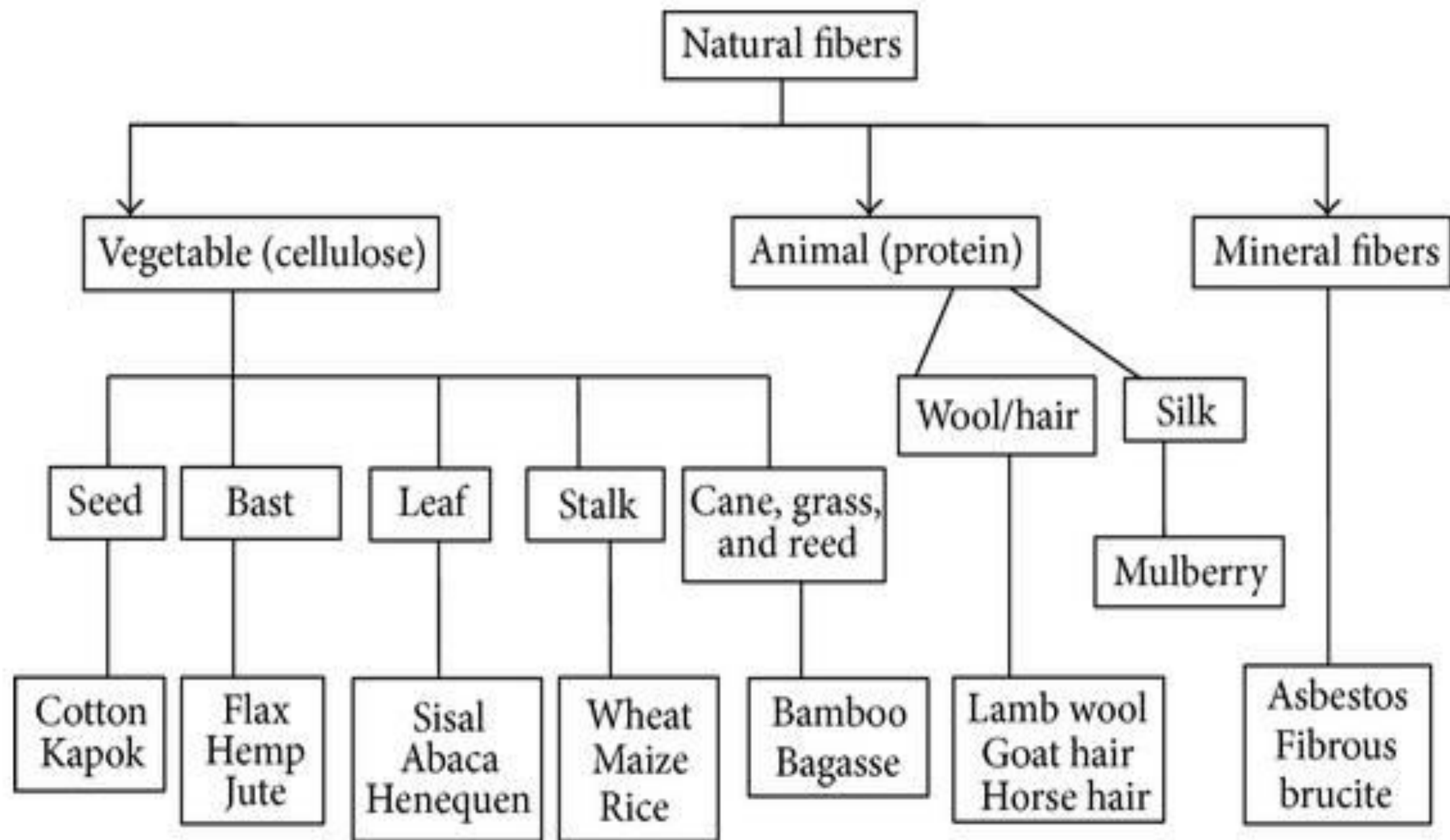


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- Eiderdown is one of the warmest natural fibres on the planet, both light and highly insulating.
- It is used to make some of the world's best duvets and quilts.





DUVET

A duvet is basically a bag of cloth that has a changeable cover on the outside. The duvet itself can be filled with feathers (down), cotton batting or some type of synthetic material.



DUVET

VS

COMFORTER

COMFORTER

A comforter is a thick, quilted, flossy blanket to keep us warm on cold nights. It is filled with fiber so it is thick.



Feather



Inexpensive

Bulkier



Compact and
firm structure



Trap air and allow
moisture to escape:
good night's sleep



Visible
Quill



Down

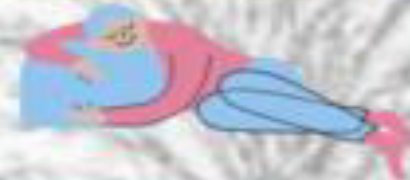


Very durable and
longlasting

Best insulation:
helps trap body heat



Super soft and
comfortable



Natural,
lightweight and
breathable



Undetectable
Quill





- Eiderdown is the down made by the eider duck.
- About 75% of the eiderdown worldwide comes from Iceland and Icelandic eiderdown is considered to be of the highest quality.

Greenland

Norwegian Sea

Iceland

Reykjavik

Faroe Islands

Norway

*North
Atlantic
Ocean*

United
Kingdom





- The eiderdown is a type of down feather, which is a soft and fine layer of feathers located under the bird's tougher exterior feathers.
- The female eider duck plucks the feathers off her chest into her nest in order to keep her eggs and young warm.

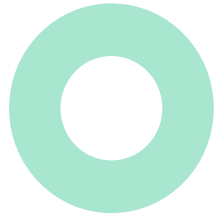
Process



- In Iceland, there are certain areas where the eider ducks gather during the summer to lay eggs.
- The farmers who own these areas provide sanctuaries for the ducks. They even create structures and habitats for the ducks to help them lay their eggs safely. They also protect the birds from predators like seagulls, minks, and foxes
- When the eggs are close to hatching, the eider farmers take some of the eiderdown out of the nests and replace it with dry hay. When the bird and young leave the nest at the end of the summer, the farmer takes the rest of the eiderdown.

- In this way, no birds are harmed during harvesting. The birds are completely wild and free, they arrive at the start of summer and leave by August.
- Without man's help, many of the eggs would likely never hatch as they would get eaten by Iceland's natural predators. In fact, the eider duck would likely be at a high risk of extinction if it wasn't for the sanctuaries provided by the eider farmers.





- The bird also really likes the presence of the farmers. They can walk through the fields and even touch the birds without problems.
- Each bird nest produces about 15-17 grams of eiderdown per year, or about 0.5-0.6 ounces.



Characteristics

- ✓ Eiderdown is **incredibly soft**, so soft that it feels like you're touching a cloud.
- ✓ It has **powerful insulating** and temperature-regulating properties.
- ✓ Eiderdown is **very light**. It naturally expands and **holds a lot of air** while providing powerful insulation.
- ✓ It is **extremely resistant** to compression, ensuring that duvets made from it will continue to stay fluffy.



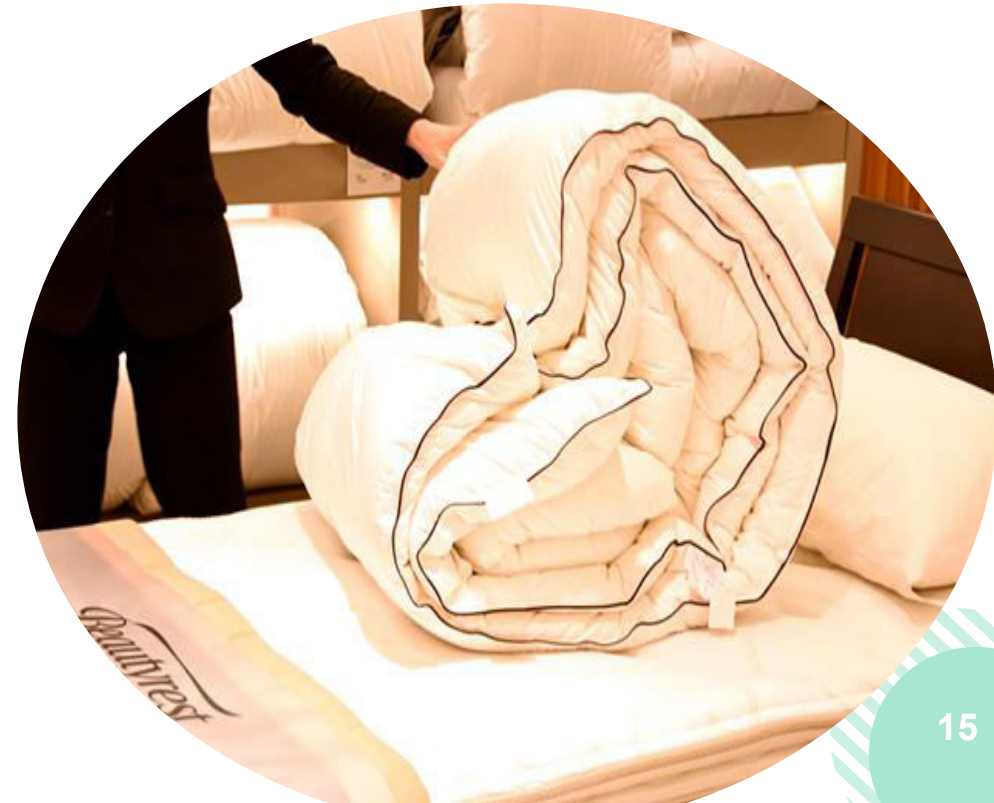
Products



- Eiderdown is used in various high-end luxury products that require powerful insulating properties, such as duvets and arctic clothing.
- It is most commonly used as a filler and insulating material in high-end duvets, which are incredibly light and soft due to the unique properties of the down.

Benefits

- Because eiderdown duvets are incredibly light and soft, they provide unmatched comfort for sleep.
- They help regulate the temperature around you, helping you keep cooler when it's warm and warmer when it's cold.
- The incredible comfort helps you sleep more soundly throughout the night.





- ✓ Eiderdown has been used for hundreds of years. It was commonly used by royalty and extremely wealthy people throughout history.
- ✓ Two times more Ferraris than eiderdown duvets are made each year.
- ✓ No birds are harmed during harvesting. In fact, they are protected by the farmers.
- ✓ Icelandic eiderdown is animal-friendly and eco-friendly.

What is Banana Fibre?

- Banana fibre, also known as *musa fibre* is one of the world's strongest natural fibres.
- Biodegradable, the natural fibre is made from the stem of the banana tree and is incredibly durable.



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Question:

What does “*lopapeysa*” mean in Icelandic?

- A. Icelandic lamb soup
- B. Icelandic painting tradition
- C. Icelandic wool sweater
- D. The National Day of Iceland

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