

ALRÚN  
NORDIC JEWELRY



## Binding the Runes

We draw inspiration from the ancient art of binding runes, a craft practiced by Nordic peoples for more than a thousand years. Our original designs are based on twelve inspirational Icelandic words, and each letter of the chosen word is represented by a corresponding runic letter. To create a bindrune, the runic letters are overlapped along a single central stave.

Bindrunes were used to cast magic spells, conceal secrets, and to create powerful personal amulets. They were also common in more mundane aspects of everyday life and were used as brands for livestock, signs of ownership, and were a method of relaying messages. The ancient Norse believed that a bindrune could intensify the meaning of a personal message and invoke its power in their lives.

Alrún Nordic Jewelry signifies dreams and aspirations, carrying a special meaning for everyone. Choose the piece that speaks to you, and share something unique about yourself!





**Love  
Ást**

To share with someone special

The Icelandic word Ást simply means love. We think this sentiment expresses the most heartfelt emotions – affection, devotion and passion.



**Luck  
Gæfa**

To bring good fortune and success

The Icelandic word Gæfa means good fortune or luck. While the Luck symbol is not necessarily intended to be a charm, it shows that you are open to opportunities and that you welcome good fortune.



**Wisdom  
Viska**

For guidance in life

The Icelandic word Viska can mean wisdom or knowledge. This symbol signifies that you are searching for truth in life – wisdom is intellectual, yet reaches for the unknown.



**Strength  
Magn**

To face challenges

The Icelandic word Magn can mean strength, magnitude or intensity. Face the challenges in your life with inner strength and resilience.



**Heart  
Hjarta**

To bring courage and warmth

The Icelandic word Hjarta translates directly as heart. Though it evokes thoughts of warmth and comfort, heart can also be a summoner of courage.



**Energy  
Orka**

To revitalize your life

The Icelandic word Orka translates as energy or power. The refreshing idea of revitalization and concentrated power is represented in this symbol.



**Creation  
Skapa**

For an innovative outlook

The Icelandic word Skapa translates as creation. Skapa can refer to a view of the world that is large in scope, but it can also represent a personal creative vision. Those who carry the impulse to create will enjoy this symbol.



**Music  
Tónlist**

To inspire the soul

The Icelandic word Tónlist means music. This symbol is special because music is universal, and has an important role in many societies and cultures. Show your love of music and your connection to other music lovers around the world.



**Youth  
Æska**

For renewal and a fresh perspective

The Icelandic word Æska translates as youth or childhood. This symbol isn't meant exclusively for those who are young, but for those who are young at heart; those with the open mind of youth. Æska signifies your wish for renewal, and perhaps for a change of perspective.



**Hope  
Von**

For an uplifted spirit

The Icelandic word Von translates directly as hope. We think that this symbol has an important place in the collection, as hope carries with it a sense of inspiration, perseverance, and positivity.



**Genuine  
Ekta**

To be true to yourself

The Icelandic word Ekta can mean either genuine or authentic. If you are attracted to principles of individuality, originality and integrity, then Ekta is the symbol for you.



**Grace  
Pokki**

For a personal charm

The Icelandic word Pokki means grace or charm. These words represent very personal attributes, something attractive but difficult to define. We feel that Grace lends a certain elegance and signifies the ability to be graceful under duress.





**Love  
Ást**

To share with someone special



**Luck  
Gæfa**

To bring good fortune and  
success



**Wisdom  
Viska**

For guidance in life



**Strength  
Magn**

To face challenges



**Heart  
Hjarta**

To bring courage and warmth



**Energy  
Orka**

To revitalize your life



**Creation  
Skapa**

For an innovative outlook



**Music  
Tónlist**

To inspire the soul

**Youth  
Æska**

For renewal and a fresh  
perspective



**Hope  
Von**

For an uplifted spirit



**Genuine  
Ekta**

To be true to yourself



**Grace  
Pokki**

For a personal charm



Silver Bindrune Collection - rhodium coated .925 sterling silver pendant and chain

Crystal Bindrune Collection - rhodium coated .925 sterling silver base and hand-set micro pavé cubic zirconia crystals

Men's Bindrune Dog-Tags - stainless steel tag and ball chain

Men's Bindrune Bracelets - engraved stainless steel plate and clasp with adjustable rubber strap





Alrún Nordic Jewelry

Tel. 011 354 698 1312

[alrun@alrun.is](mailto:alrun@alrun.is)

[www.alrun.is](http://www.alrun.is)

© 2016 Alrún Nordic Jewelry All rights reserved