

Fashion for the Future *Beautiful Scarves with Meaning*

By Marion Verweij

A Prayer into the World is a Danish design project creating scarves that are designed to carry meaning through words, images and colour. Born from the desire to create something that would add value into the world, Marianne Lundhus and Malene Maxon design and produce the scarves from their workroom just outside Copenhagen in Denmark.

The process begins with something they value – respect for the planet, qualities that make us more human such as care and understanding, gender equality – and then the creative process starts. Always, the challenge is to design a scarf that can carry value into the world, almost like representatives for a better possibility in the future.

The hope is that these scarves work as a link for the wearers to what they might want to strengthen in their own lives.

“If a person has decided to work on respect, or kindness,” says Marianne, “they might choose to wear the scarf Qualities to help remind them of that through their day. When I wear the scarf Charisma, it says to me that I do not need to be limited by the roles that have been available to me as a woman in the 21st century. All that has been does not need to determine what I can be now and there is a feeling that everything is possible. There is something quite strengthening in knowing that there are others who wear this scarf and are searching to develop ways of being in and for the future.”

Fundamental to life

The writings on the scarves carry a special message and speak about current issues that confront us as humans and that are fundamental



to life. The idea for this project was to create designs that are fashionable and attractive while also carrying sentiments that encourage new ways of thinking for tomorrow.

The design process has been undertaken with care and has been unique for each scarf. Since they began, one of the designs they have worked on is a scarf about peace; something they feel so strongly is needed in the world. They are on their seventh attempt.

“We just know instinctively that it is not there yet,” says Malene. “It’s like when you see something that has come together just right, you just think ‘wow!’ If it’s not ‘wow’ then we haven’t caught it yet.”



Awareness for the future

Central to the development of the scarves is the consideration of looking to use environmentally friendly processes that leave as few footprints that pollute the earth as possible.

“We are very mindful of the next generation,” says Malene, “not just in terms of how we use our resources, but also about how we treat each other and other life.”

They don’t feel the project is about them personally; the website has no About Us section. “It’s not about us,” says Marianne smiling. “It’s

about the messages on the scarves and how they might help to trigger thoughts and sentiments in others. It is about being a part of the growing concern to leave this a better and cleaner place for all those generations yet to be born. This is one way of giving that expression into the world.”

Scarves can be ordered in \$, € or £. Learn more at APrayerIntoTheWorld.com

Read bUneke’s Extra blog for more about the texts on the scarves.



Marion Verweij is an author, poet, certified copywriter, researcher, speaker and workshop facilitator on all things relating to positive world change and being unique.