

MEDIA AND PUBLISHING

## Vogue Scandinavia spotlights Greta Thunberg

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For *Vogue Scandinavia's* inaugural issue, Ms. Thunberg graces the cover with an Icelandic horse named Gandalf, illustrating the link between nature, humans and animals. Image credit: *Vogue Scandinavia*

By LUXURY DAILY NEWS SERVICE

*Vogue Scandinavia* is revealing the cover of its first issue, spotlighting Swedish climate activist Greta Thunberg.

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The publication says that it chose the activist to be the inaugural issue's cover star due to her fearless efforts to bring the climate crisis the global attention it needs and deserves. *Vogue Scandinavia* believes Ms. Thunberg embodies the core values of the magazine, especially its genuine love for nature.

"The love and respect for nature and wildlife is something that unifies all five of the Nordic countries," Martina Bonnier, editor in chief of *Vogue Scandinavia*, in a statement.

An ode to the world

Ms. Thunberg, born Greta Tintin Eleonora Ernman Thunberg, began her career in activism in 2018 at the age of 15. She has led a global movement that has engaged millions of people around the world to consider the environmental impact of individual and corporate decisions.

Ms. Thunberg has lobbied governments, challenged world leaders and urged businesses to address their roles in the climate crisis. She has received several honors and awards, including an honorary Fellowship of the Royal Scottish Geographical Society, inclusion in Time's 100 most influential people, being the youngest Time Person of the Year, inclusion in the Forbes list of The World's 100 Most Powerful Women in 2019 and three consecutive nominations for the Nobel Peace Prize.

The first issue of *Vogue Scandinavia* includes a strong focus on nature, specifically the landscapes and environments of the five Nordic countries.

Ms. Thunberg graces the cover with an Icelandic horse named Gandalf, illustrating the link between nature, humans and animals.

The fashion industry is a huge contributor to the climate-and ecological emergency, not to

mention its impact on the countless workers and communities who are being exploited around the world in order for some to enjoy fast fashion that many treat as disposables. 1/3

[pic.twitter.com/pZirCE1uci](https://pic.twitter.com/pZirCE1uci)

Greta Thunberg (@GretaThunberg) August 8, 2021

The images were shot in the forests just outside of Stockholm, where *Vogue Scandinavia* has its headquarters.

In the interview, Ms. Thunberg acknowledges and speaks about the fashion industry's impact on the environment.

In the wake of the COVID-19 pandemic, countries around the world are focusing on reopening while prioritizing safety and profit at the same time. Euromonitor International developed a Sustainable Travel Index to help travel and tourism businesses shift to more sustainable and purpose-driven tourism models that will help them thrive in a post-COVID-19 age.

According to the report, Scandinavia is leading by example in its engagement and progress towards sustainable travel, with Sweden ranked first, followed by Finland, Austria, Estonia and Norway. The report also finds that about two-thirds of consumers globally want to have a positive impact on the environment through their daily actions in 2021.

The top ten countries for sustainable tourism are all European: Sweden, Finland, Austria, Estonia, Norway, Slovakia, Iceland, Latvia, France and Slovenia.

Sweden earning the top spot makes sense as it is the birthplace of the flygskam, or flight shaming, movement and home to renowned climate strike activist Greta Thunberg ([see story](#)).

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