

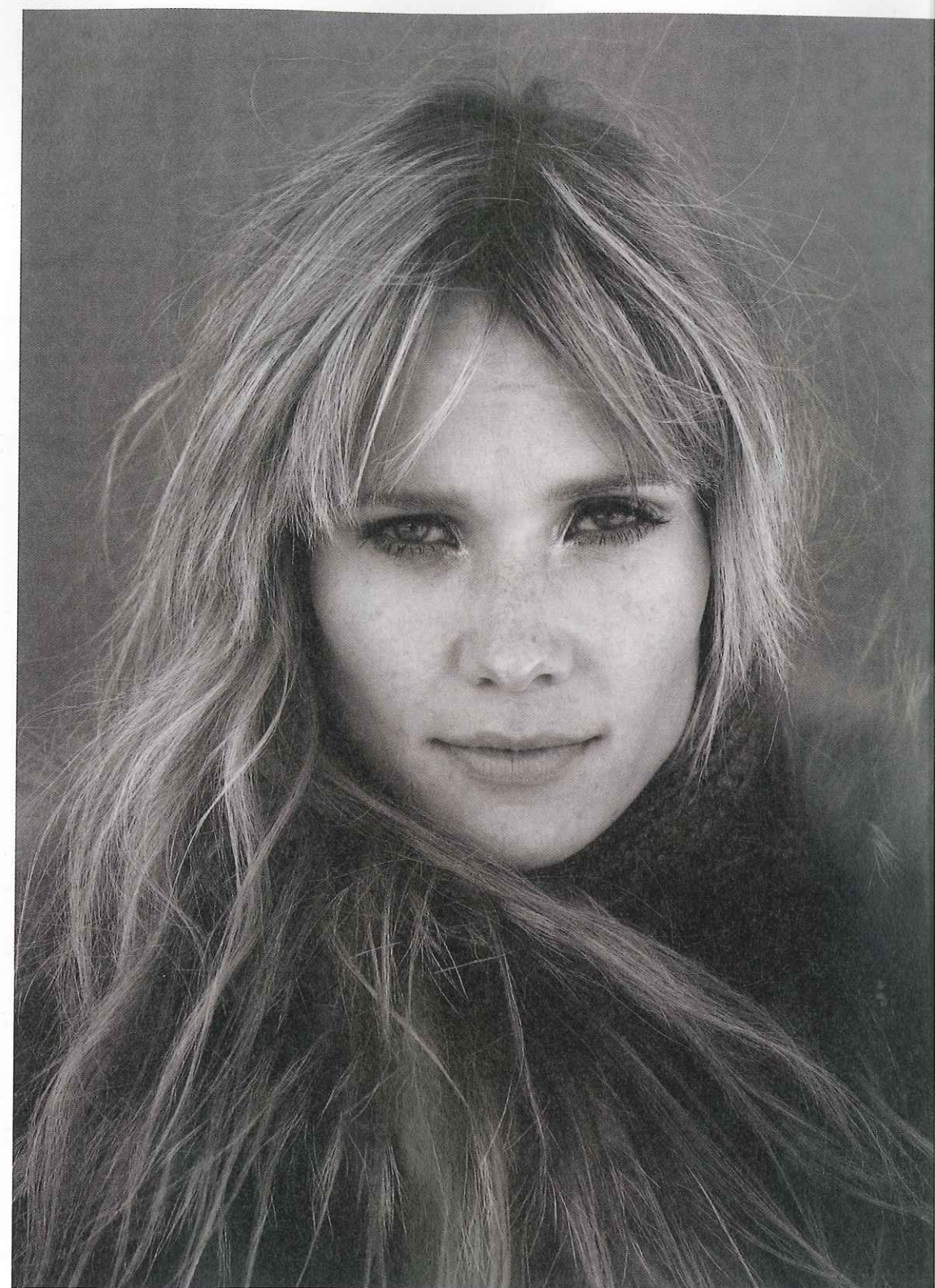
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MADE HER THINK.



UNLIKE MOST ADULTS, who tend to outgrow their overactive childhood imaginations, Oh Land is making a successful career out of hers. "I grew up in a family of artists, so from the beginning I knew I wanted to channel all of my energy into something really creative," she says. Whether it's switching between dark dominatrix and ethereal love child in the dreamy music video for "Son of a Gun," the single from her self-titled debut album, or flitting across the stage during a live show, the Danish singer-songwriter's electro-pop sound, as well as her relaxed, vintage aesthetic, is filled with fantasy.

Oh Land (born Nanna Øland Fabricius) burst onto the scene last year in a flash of Internet buzz—her videos have received over five million hits—and she has constantly proven she's got the talent to back up all the hype. She dreamed of being a dancer, but after sustaining a ballet injury at 18, she decided instead to pursue music. "I have these interests that are quite extreme," says the 25-year-old. "There is something very organic and beautiful—like classical music or history books or fairy tales, and then there is also the modern world and civilization and electronic music." It was while studying electronic composition at university in Denmark ("I was the only girl!" she remembers), that Oh Land perfected her unique sound. Her songs are filled with pulsating beats and twinkly keyboard interludes, enveloped by her crisp, friendly vocals, which she loops to create rich harmonies. While her songs take inspiration from her personal life, they're not entirely autobiographical. "I write about these things that I feel in a fairytale kind of way, where I make up characters that show what these people are feeling," she explains. "That way, I can look at the scenario from the outside and say things more honestly." This means charting wide-ranging experiences from good romance gone bad in "Son of a Gun" to the quest for inner peace in "White Nights." And while her rise to fame may seem relatively quick, Oh Land, who was the face of Missoni's M line in 2010, says her success has been a long time coming. "For me, it's everything I've been doing for years and I can finally open it to the public," she says. "I'm excited that people can look into my world!"

LIZA DARWIN



COAT BY ROBERTO CAVALLI.