

GUDRUN SJÖDÉN'S COLOURFUL WORLD AT EDSVIK ART GALLERY

Gudrun Sjödén is one of Sweden's most successful designers whose brand is sold around the world.

For more than four decades, she has been targeting audiences often deliberately disregarded by the fashion industry, designing clothes for women who aren't afraid to stand out from the crowd.

The exhibition at Edsvik Art Gallery offers an insight into her thoughts on the creative process, how collections evolve and her company's history.

Anyone interested in design and art will be fascinated by the exhibition which is a piece of Swedish design and textile history about one of Scandinavia's most unique and colourful designers. Gudrun Sjödén is the watercolour-painting entrepreneur – who never tires.

"Our colourful customers are all over the world. They are strong women who live their dreams and express their true selves. I want to inspire women to put themselves forward and be seen. I love contrasts and surprising combinations. Only in pure natural fabrics. This has been my passion and vision for more than 40 years," says Gudrun Sjödén, owner, CEO and lead designer.

GUDRUN SJÖDÉN EXHIBITION AT EDSVIK ART GALLERY FROM 10 FEBRUARY TO 25 MARCH 2018 ■ Konsthall Öst plan I och II

GUDRUN'S COLOURFUL WORLD IN 74 COUNTRIES

Edsvik Art Gallery is showcasing Gudrun Sjödén's creative process: from inspiration, development of collections and creation of catalogues to online marketing. Gudrun Sjödén opened her first store in central Stockholm in Sweden in 1976. Her collections of unique designs, brilliant colours and pure natural fabrics were an instant success. Today, Gudrun Sjödén has some 400 employees around the world, customers in 74 countries through her webshop and catalogue, and 22 stores in Europe and New York. Gudrun Sjödén has received numerous accolades as a designer and entrepreneur, and has been the no. 1 Swedish fashion label export for many years.

EDSVIK KONSTHALL

Edsvik Art Gallery focuses on national and international contemporary art. The gallery is beautifully located on an 18th century estate at Edsviken, north of Stockholm. It consists of two large converted stables, Gallery East and Gallery West, which used to belong to Edsberg manor house. Edsvik Konsthall is one of Sweden's largest art galleries and mounts twenty or so exhibitions by Swedish and international artists each year.

GUDRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN

Gudrun Sjödén opened her first store in Stockholm in 1976. The brand concept then as now is comfortable, colourful clothes in natural materials with Nordic design influences. But much has happened over the years. Gudrun Sjödén has long been committed to using more sustainable and eco-friendly materials. Meanwhile, the customer base is growing all the time. Today, the clothes are sold via the webshop and catalogues to customers in 52 markets, of which Germany, the UK and US are the fastest-growing. Gudrun Sjödén has received many accolades as a designer and entrepreneur, and has been the no. 1 Swedish fashion label export for several years.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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