

GU DRUN SJÖDÉN'S COLORFUL WORLD AT EDSVIK ART GALLERY

Gudrun Sjödén is one of Sweden's most successful designers, with sales all over the world.

For over 40 years, she has reached target groups which the fashion industry has often consciously excluded, and created clothes for women who dare to stand out from the crowd.

At Edsvik Konsthall, we get to follow her thoughts on the work process, the creation of collections and history.

The exhibition will be of interest to all design and art-lovers, and is a piece of Swedish design and textile history about one of the most unique and colorful designers in Scandinavia: Gudrun Sjödén, the watercolor-painting entrepreneur – who never grows tired.

"Our colorful customers are all over the world. They are strong, self-actualized women who express their personalities. We want to inspire women to make a statement and be seen. I love contrasts and surprising combinations. Using only pure natural materials. This has been my passion and my concept for over 40 years," says Gudrun Sjödén, owner, CEO and chief designer.

THE GU DRUN SJÖDÉN EXHIBIT IS ON DISPLAY AT EDSVIK KONSTHALL FROM FEBRUARY 10 TO MARCH 25, 2018 ■ Konsthall Öst plan I och II

GU DRUN'S COLORFUL WORLD IN 74 COUNTRIES

At Edsvik Konsthall, we get to learn about Gudrun Sjödén's work process: from inspiration, designing the collections and creating the catalogues to marketing online. Gudrun Sjödén opened her first store in downtown Stockholm, Sweden, in 1976. With their unique patterns, bold colors and pure natural materials, the collections were an immediate success. Today, Gudrun Sjödén has around 400 employees world-wide, and customers in 74 countries through the webshop, catalogue and 22 stores in Europe and New York. Gudrun Sjödén has received numerous awards as a designer and entrepreneur, and has been at the top of Swedish fashion brand exports for several years.

EDSVIK KONSTHALL

Edsvik Konsthall/Art gallery focuses on national and international contemporary art. The art gallery is beautifully situated on its own eighteenth-century estate by Edsviken, north of Stockholm. It consists of two large renovated stables, Galleri Öst and Galleri Väst (Gallery East and Gallery West), which previously belonged to Edsberg Castle. Edsvik Konsthall is one of the largest art galleries in Sweden and holds approximately 20 exhibitions annually by both Swedish and international artists.

GU DRUN 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.

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