

Gudrun Sjödén

What drives a fashion designer at the top for four decades, who is only going from strength to strength? “The thrill of the creative process, which is constantly ongoing in my mind”, is her own answer. Since the early 70s, the brand concept has been comfortable, colourful clothes in natural materials with Nordic design influences. But much has happened over the years. Meanwhile, the customer base is growing all the time. Today, the clothes are sold via the webshop and in stores on seven markets, of which Germany, the UK and US are the fastest-growing. Turnover reaches around GBP 67 million.

Name: Gudrun Sjödén

Born: 1941 in Östhammar, Sweden into a farming family.

Professional title: Chief Designer and CEO

Family: A son and two grandchildren.

Resides: In an apartment in Södermalm, Stockholm, Sweden. Spends a lot of time at her second home on an island in the Stockholm Archipelago.

Education: 1958-63 studies textiles and fashion at University College of Arts, Crafts and Design in Stockholm.

Previous work experience: Worked for the designer Ivar Wahl, wrote fashion journalism for women's magazines the likes of Femina and Damernas Värld.

Preferred mode of transport: On foot or by the metro.

Best qualities: Cheerful, determined, inquisitive and speedy.

Worst qualities: Impatient and sometimes too sincere.

Save or spend: Save wisely.

Favourite time of day: Early morning.

Favourite flower: Columbine. **Likes to eat:** Herring. **Admires:** Strong women. **Laughs:** Often.

Most recent reads: “En annan värld: minnen från Kina 1961-62” (Chinese memoirs) by Cecilia Lindqvist, “Winnie-the-Pooh” by A.A. Milne

Leisure interests: Gardening, carpentry, travel and my social media!

Awards:

Oscarina 1971, Swedish Businesswoman of the Year 1993

Nomination for Export Hermes, 2003

Awardee, Mercurius International business of the year award, 2003

Entrepreneur of the year, Stockholm, 2004

H.M. the King of Sweden's Litteris et Artibus Medal, 2007

ELLE Sweden's sustainability award, 2012.

Woman Professional of the Year by BPW, Business and Professional Women Sweden, 2016.

American Swedish Historical Museum's Outstanding Achievement Award

City of Stockholm's civic achievement medal: Sankt Eriksmedaljen.

Motto: Maintain a healthy bottom line for personal creative freedom...

Vision: More colourful women!

P.S. Direct contact with her customers has always been important to Gudrun. Discover more of her thoughts and read customer testimonials on Gudrun's Facebook site called “Kulturtanten” and at www.gudrunsjoden.com



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