

Four decades of colour and inspiration

Gudrun Sjödén is one of Sweden's most successful designers. For forty years, she has created colourful clothes for women who dare to stand out in a crowd.

She draws inspiration from the natural world, design traditions around the globe and encounters with people. Today, she has colourful customers all around the world through her own-label stores, catalogues and webshop.

1970s

- 1974 Starts manufacturing her own collection, selling to department stores and smaller retailers in the Nordic region.
- 1976 Opens her first store in Stockholm on Regeringsgatan.
- 1978 Mail order sales take off; turnover is equivalent to just under GBP 200,000.

1980s

- 1981 Sets up mail order sales in Germany with her sister Christina Rådevik.
- 1983-90 The company trades via mail order and two stores in the US.
- 1988 Opens a second store in Stockholm and one in Zirndorf, Germany.

1990s

- 1990 Opens a store in Gothenburg, Sweden and one in Nuremberg, Germany.
- 1993 Gudrun Sjödén is voted Business Woman of the Year in Sweden.
- 1993 The Home textiles range is created.
- 1994 Mail order sales and online sales are launched in Norway and the UK.
- 1997 Starts a dedicated online store for the Nordic countries.

2000s

- 2003 Opens an experiential store in Stockholm showcasing fashions, home textiles and flowers.
- 2004-07 Gudrun is named Swedish Entrepreneur of the Year, receives the Swedish Chamber of Commerce World Class Award and H.M. the King of Sweden's Litteris et Artibus Medal.
- 2004-10 Opens stores in Malmö, Sweden; Hamburg, Stuttgart and Berlin in Germany; Oslo in Norway and Copenhagen in Denmark. Starts online sales in the US and in France.

2010s

- 2011 Hosts grand celebrations for the 35th anniversary. Show in October at Shanghai Fashion Week.
- 2012 Opens a store in London, and reopens the refurbished Regeringsgatan store in Stockholm. Receives ELLE Sweden's sustainability award. Is named Woman Professional of the Year by BPW, Business and Professional Women Sweden.
- 2013-14 Opens stores in Helsinki, Finland; in New York; Cologne, Munich and Frankfurt in Germany and a second store in Oslo, Norway.
- 2014 Launches online sales in the Netherlands. The touring exhibition starts at the cultural heritage museum Kulturen i Lund, Sweden.
- 2015 Reopening of the Copenhagen store. Turnover exceeds GBP 63 million.
- 2016 The book "My Portfolio" is published. Gudrun receives the American Swedish Historical Museum's Outstanding Achievement Award and the City of Stockholm's civic achievement medal: Sankt Eriksmedaljen. The exhibition "40 Years of Colour and Design" is shown at Stockholm House of Culture & City Theatre. Generates turnover of nearly GBP 65 million, has 20 stores on seven markets and online customers in 52 countries.
- 2017 The Copenhagen store celebrates its 10th anniversary. Exhibition at the Fashion & Textile Museum in London. New store in Freiburg, Germany in March.
- 2018 Exhibition at Edsvik Art Gallery in Stockholm, Sweden. Exhibition at the American Swedish Institute, ASI, in Minneapolis, USA. Receives an award for Best International Growth in the Swedish finals of the international EY Entrepreneur Of The Year. Fashion show in Stockholm, Berlin and Minneapolis.



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