

GUDRUN SJÖDÉNS AUTUMN MAGAZINE 2018 *-an urban colour riot*

GUDRUN SJÖDÉN'S AUTUMN MAGAZINE 2018 is inspired by creative urban locations. The collection is colourful, and the environment is in focus. A number of the new items are made from organic and recycled materials sourced from re-spun textile fibres. I'm always on the lookout for the wonders of nature even when visiting the urban jungle. Berlin inspired me and the design team to create a playful and empowered collection. The liberated lifestyle in Berlin and its fabulous mix of ethnic and cultural diversity create that inspirational cosmopolitan atmosphere. We wanted to capture that creative vibe in the collection", comments Gudrun Sjödén, CEO, Owner and Founder.

THE AUTUMN MAGAZINE GOES OUT TO GUDRUN SJÖDÉN'S CUSTOMERS ON 28 AUGUST, 2018.

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

Today, the company has customers in more than 70 countries. Sales are by catalogue, the webshop, and own-label stores in seven markets. The webshop accounts for almost 70% of the company's global sales.

FLOWER POWER

Nature-connected new styles inspired by the upbeat designs of the Swinging Sixties. The "Birdie/Happy/Crazy" sweater is made of organic cotton and recycled wool.

PRACTICAL AND PERSONAL

The practical autumn-season "Bikini" jacket boasts cheerful dots, a flowery lining and a riot of colours. This style is named after Berlin's Bikinihaus shopping centre built in the 1950s, and famed for its 'bare midriff' architecture.

RECYCLED

This autumn's warm coat is made of wool and recycled polyester. Embellished with beautiful cross-stitch embroidery.

73% OF OUR ESSENTIALS ARE MADE OF SUSTAINABLE MATERIALS

Combine all the patterned pieces with Gudrun's essentials collection and unique accessories. 73% of Gudrun Sjödén's designs today are made of sustainable materials. This year we're celebrating 25 years of organic cotton manufacturing in Greece - Hurray!

GUDRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN

Gudrun Sjödén opened her first store in Stockholm, Sweden 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. And the customer base is growing all the time. Today, the clothes are sold via the webshop and mail order to customers in 70 markets, of which Germany, the UK and US are the fastest-growing. Gudrun Sjödén has received many accolades as a designer and business innovator, e.g.: H.M. the King of Sweden's Litteris et Artibus Medal, the ELLE Sweden Sustainability Award, and has been the No. 1 Swedish fashion label export in several years.

