

GUDRUN'S SJÖDÉN'S FALL MAGAZINE 2018 *-an urban burst of color*

GUDRUN SJÖDÉN'S FALL MAGAZINE 2018 was inspired by creative urban metropolises. This colorful collection has a focus on the environment. Many of the new arrivals are made in organic and recycled materials in which textiles are reused and spun into new fibers. "Even when traveling to major cities, I'm always on the lookout for nature. Berlin inspired me and the design team to create a playful and powerful collection. The open lifestyle there, and the glorious blend of people with different backgrounds and cultures, create a wonderful cosmopolitan vibe. We wanted to capture that creative sensibility in this collection," explains Gudrun Sjödén, CEO, owner and founder.

THE FALL MAGAZINE WILL REACH GUDRUN SJÖDÉN'S CUSTOMERS ON AUGUST 28, 2018.

Gudrun Sjödén is one of Scandinavia's most successful and unique designers, with sales worldwide. The company currently has customers in over 70 countries. Sales are via catalog, online and in its own stores in seven markets. The webshop accounts for nearly 70% of the company's sales globally.

FLOWER POWER

The natural new arrivals are inspired by the cheery patterns of the 1960s. The "Birdie/Happy/Crazy" sweater is made in organic cotton and recycled wool.

PRACTICAL AND PERSONAL

The practical "Bikini" fall jacket has cheerful dots, a floral lining and wild colors. The jacket is named after the Bikini department store in Berlin, which was built in the 1950s.

RECYCLED

Fall's warm coat is made in wool and recycled polyester, and it is adorned with beautiful cross-stitch embroidery.

73% OF OUR ESSENTIAL GARMENTS ARE PRODUCED FROM SUSTAINABLE MATERIALS

Combine all the patterns with Gudrun's huge essentials collection and unique accessories. 73% of Gudrun Sjödén's products are currently produced from sustainable materials. This year, we are celebrating 25 years of production in Greece of our gorgeous organic cotton – hooray!

GUDRUN SJÖDÉN: 40 YEARS OF COLORS & PATTERNS

In 1976 Gudrun Sjödén opened her first store on Regeringsgatan in Stockholm. The business concept continues to be comfortable, colorful garments in natural materials with a Nordic design sensibility. But a lot has happened over the years. For example, Gudrun Sjödén has worked intentionally to incorporate more sustainable and eco-friendly materials. And the company has more and more customers. The clothes are currently sold via the webshop and catalog to customers in over 70 countries, with the fastest-growing customer bases in Germany, the UK and the US. Over the years, Gudrun Sjödén has received numerous distinctions as a designer and entrepreneur, such as H.M. the King of Sweden's Litteris et Artibus Medal and the ELLE magazine Sustainability Prize; she has also topped the list of Swedish fashion brand exports for several years.

