

PRESS RELEASE HOME AUTUMN 2018

GUDRUN SJÖDÉN'S HOME 2018

Gudrun Sjödén's - new nature-near home collection

Gudrun Sjödén's HOME COLLECTION 2018 pays tribute to nature's own materials and motifs. Coir rugs, hand-painted ceramics and organic cotton fabrics bring creative interiors out in full bloom. Inspired by traditional folk art motifs, rambling flowers and closeness to the forest.

"Our home textiles can be used in all kinds of different ways! We styled three different photoshoot locations in Sweden; a contemporary villa in picturesque Dalarö, a rustic cottage in the seaport village of Grisslehamn and a spacious industrial setting by Lake Järila. Every personality will easily find favourites in amongst our new autumn home accessories" says Gudrun Sjödén, CEO, owner and founder.

THE HOME COLLECTION GOES OUT TO GUDRUN SJÖDÉN CUSTOMERS ON 14 AUGUST 2018. Gudrun Sjödén is one of Scandinavia's most successful and distinctive designers, with worldwide sales. The company currently has customers in 70 countries. Sales are by mail order, the webshop and own-label stores in seven markets.

HAND-EMBROIDERED & BLOCK-PRINTED

Cushion covers to accent every interior. The finely crafted "Saga" cushion features block-printed and embroidered motifs.

HAND-PAINTED CERAMICS - BIGGEST-EVER COLLECTION

Quirky motifs and playful colourways. Mugs, bowls and plates are turned on the potter's wheel and hand-painted by skilled artisans. The clay is sourced locally from the Chaozhou region in China.

73% OF OUR ESSENTIALS STYLES ARE MADE FROM SUSTAINABLE MATERIALS

Match all the designs and motifs with Gudrun's extensive essentials collection and unique accessories. 73% of Gudrun Sjödén's products are now made from sustainable materials. This year we're celebrating 25 years of organic cotton production in Greece – Hurray!

GUDRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN

Gudrun Sjödén opened her first store in Stockholm in 1976. The brand concept is still comfortable, colourful clothes crafted from natural fabrics and with a Nordic design. But so much has happened over the years. Gudrun Sjödén has long been committed to using more sustainable and eco-friendly materials. And the customer base continues to expand. Today, the clothes are sold via the webshop and catalogues to customers in more than 70 markets, of which Germany, the UK and the USA are the fastest-growing. Over the years, Gudrun Sjödén has received many accolades as a designer and entrepreneur, including the King of Sweden's Litteris et Artibus Medal and ELLE Sweden's sustainability award, and has been the no. 1 Swedish fashion label export for several years.



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