

PRESS RELEASE FALL HOMEWARE 2018

GUDRUN SJÖDÉN'S HOMEWARE 2018

Gudrun Sjödén's - new nature-near homeware collection

Gudrun Sjödén's HOMEWARE 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 ways! We styled three different photoshoot locations in Sweden; a contemporary villa in picturesque Dalarö, a rustic cabin in the seaport village of Grisslehamn and a spacious industrial setting by Lake Järila. Every personality will easily find favorites in amongst our new fall season homeware items" says Gudrun Sjödén, CEO, owner and founder.

THE HOMEWARE COLLECTION GOES OUT TO GUDRUN SJÖDÉN'S CUSTOMERS on AUGUST 14, 2018.

Gudrun Sjödén is one of Sweden's most successful and distinctive designers, with sales worldwide. The company currently has customers in more than 70 countries. Sales are by mail order, online through the webshop and in own-label stores on seven markets.

HAND-EMBROIDERED AND BLOCK-PRINTED

A cushion cover to accent any interior. The finely crafted "Saga" cushion is adorned with block-printed and embroidered motifs.

HAND-PAINTED CERAMICS - THE BIGGEST-EVER COLLECTION

Quirky designs and playful colors. Mugs, bowls and plates are crafted to perfection and finely hand-painted by skilled artisans. The clay is sourced locally from the Chaozhou region in China.

73% OF OUR ESSENTIAL GARMENTS ARE PRODUCED FROM SUSTAINABLE MATERIALS

Combine all those patterns with Gudrun's expansive 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 manufacturing in Greece of our gorgeous organic cotton – hooray!

GUDRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN

In 1976 Gudrun Sjödén opened her first store on Regeringsgatan in Stockholm. To this day, her business concept is comfortable, colorful garments in natural materials with a Nordic design sensibility. But a great deal has happened over the years. For example, Gudrun Sjödén has conscientiously worked with more sustainable and environmentally friendly materials. And her customer base is only getting bigger. The clothing is now sold via the webshop and catalogs to customers in over 70 countries, with Germany, the UK, and the US growing at the fastest pace. Gudrun Sjödén has received many awards as a designer and entrepreneur over the years, such as H.M. the King of Sweden's Litteris et Artibus Medal and the Elle Magazine Sustainability Prize, and has topped Swedish exports for fashion brands for several years.



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