

GUDRUN SJÖDÉN'S CHRISTMAS COLLECTION 2018

**GUDRUN SJÖDÉN'S CHRISTMAS COLLECTION
- INSPIRED BY THE WHOLE WIDE WORLD**

Design motifs from around the globe are combined and contrasted in Gudrun Sjödén's CHRISTMAS COLLECTION 2018. The new styles spirit us off to four different parts of the world. The collection blends the clean lines of Japan and the decorative embellishments of the Nordics with Africa's rich design heritage. In addition, Gudrun and her design team have created colourful stocking filler ideas, fine craftsmanship and new styles in nature's own materials.

"I always gain new inspiration and insights from my travels. Delve into every culture and every continent, and they reveal so many common traits. Among them, the folk art tradition is almost always colourful. In this Christmas Collection, my mission was to pay tribute to some of these creative places for their constant inspiration",

says Gudrun Sjödén, CEO, Owner and Founder.

THE CHRISTMAS COLLECTION WILL BE RELEASED TO GUDRUN SJÖDÉN CUSTOMERS ON 13 NOVEMBER, 2018.

Gudrun Sjödén is one of Scandinavia's most successful and distinctive designers with worldwide sales. Today, the company has customers in more than 70 countries. Sales are through the catalogue, the webshop, and own-label stores in seven markets. The webshop accounts for almost 70% of the company's global sales.

GUDRUN'S GOOD DEED

This year, 10% of the proceeds of every "Zebra" dress and "Tanzi" sweater sold will be donated to the AID BY TRADE FOUNDATION. Cotton made in Africa was founded in 2005 to provide education and training in sustainable and eco-friendly farming methods to smallholder cotton producers in Africa. The cotton has several advantages over conventionally grown cotton. No genetically modified (GMO) seed is used, the crops are irrigated only with rainwater, and no virgin forest is cleared to create arable land.

HANDICRAFT DESIGN

Delightful Christmas decorations in hand-painted papier-mâché, wool and recycled paper will get every home looking stylishly festive. Hand-crafted masterpieces!

ORGANIC MIXED MOTIFS

The flowery "Protea" coatigan is knitted in organic cotton, warm blended alpaca and mohair. The yarn dye is environmentally certified.

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 products are now made from sustainable materials. This year we're celebrating 25 years of organic cotton manufacturing in Greece – Three cheers!

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.



Stockholm | Est. 1976

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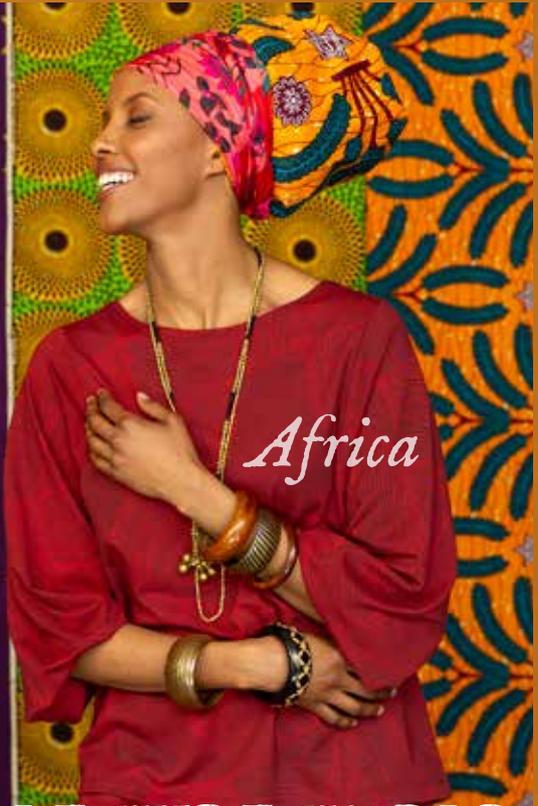
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Japan



Africa



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India



The Nordics

