

PRESS RELEASE HOLIDAY SEASON 2018

GUDRUN SJÖDÉN'S HOLIDAY COLLECTION 2018

## GUDRUN SJÖDÉN'S HOLIDAY COLLECTION - INSPIRED BY THE WHOLE WORLD

Patterns of the world are mixed and matched in Gudrun Sjödén's HOLIDAY COLLECTION 2018. These new arrivals take us to four different parts of the globe. The collection combines simple Japanese-inspired lines with decorative Nordic ornamentation and Africa's lush, rich trove of patterns. Gudrun and the design team have also produced colorful holiday gift ideas, gorgeous craftsmanship and new arrivals in sumptuous natural materials.

*"I always learn and find new inspiration on my travels. When we look in depth at every culture and continent, we find so many common elements, and the folklore tradition is almost always colorful. In this holiday collection, I want to feature some of these creative places that are constant sources of inspiration,"*

explains Gudrun Sjödén, CEO, owner and founder.

**THE HOLIDAY COLLECTION WILL REACH GUDRUN SJÖDÉN'S CUSTOMERS ON NOVEMBER 13, 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.

### **GUDRUN'S GOOD DEED**

This year, 10% of each "Zebra" dress and "Tanzi" sweater sold will go to the AID BY TRADE FOUNDATION. Cotton made in Africa is an initiative that began in 2005 with a focus on teaching more sustainable and environmentally friendly farming methods to cotton farmers in Africa. This cotton has several advantages compared with conventionally grown cotton. Genetically modified organisms (GMOs) are not used, the crops are only watered with rainwater and old growth forests are not cut down to create arable land.

### **HAND-CRAFTED**

Deck the halls of every home with exquisite holiday decorations in papier maché, wool and recycled paper. What masterpieces!

### **ORGANIC PATTERN MIX**

The flourishing "Protea" long cardigan is knit in organic cotton, a warm alpaca blend and mohair. The yarn-dyeing process is certified to be environmentally friendly.

### **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: 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.

*Gudrun  
Sjödén*

Stockholm | Est. 1976

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**GUDRUN SJÖDÉN DESIGN AB**

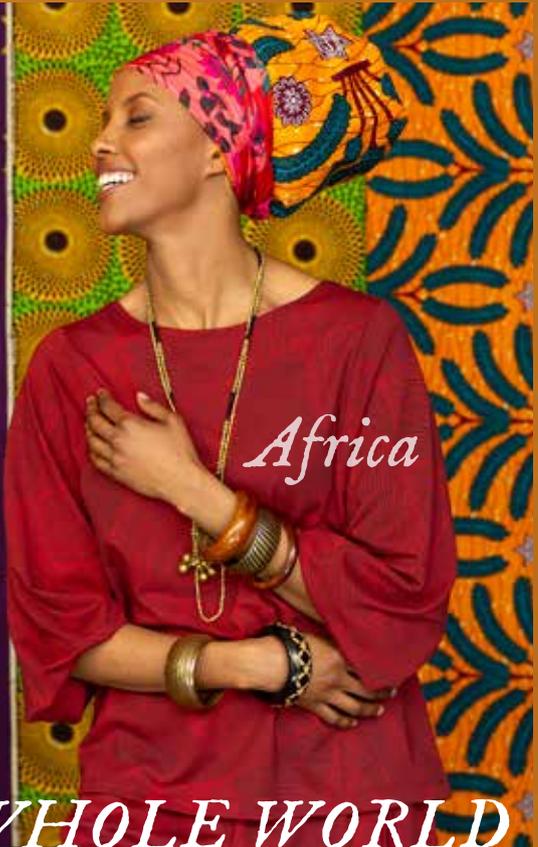
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