

GUDRUN SJÖDÉN'S CHRISTMAS 2018

GREEN GIFTS WITH BEAUTIFUL CRAFTWORK - GUDRUN'S 8 UNIQUE GIFT IDEAS

Gudrun Sjödén's Christmas inspiration is pulled from all corners of the world, mixing Nordic mysticism with harmonious colours from Japan and beautiful designs from Africa. The Christmas tree and gifts are decorated with authentic craftsmanship, exquisite hand-painted designs and organic products. Gudrun's green & gorgeous Christmas gift ideas:

1. HAND-PAINTED MUGS

Our "Samode" mug is finely-crafted from clay local to Chaozhou in China. They are painted by skilful and experienced artisans. Such precision. It's incredible!

2. FLOWERY SCENTS

The fresh fragrance perfume "Aquarelle" is new in Gudrun's world. It has a crisp scent of flowers, wood and berries.

3. BAG WITH UNIQUE HAND EMBROIDERY

Our inspiration for the stylishly hand-embroidered "Orsa" bag came from central Sweden and the folklore designs of Orsa.

4. COSY SOCKS

Soft wool socks made in Sweden. Our "Sardee" socks come in two dazzling colourways.

5. PLAYFUL DECORATIONS

Exquisite decorations, hand-crafted from papier-mâché and balsa wood. Come in a small, recycled paper box.

6. ECO OUTFIT

Our "Sundborn" tunic with its magical embroidery was inspired by the home of the Swedish artists, husband and wife Carl and Karin Larsson, in Sundborn. Crafted from organic cotton.

7. FAVOURITE CANDLESTICK

Our Christmas candlestick "Samode" is a firm favourite. A hand-painted, flower-filled work of art.

8. EASY MORNING SLIPPERS

Enjoy Christmas morning wearing cosy, organic cotton "Okinawa" slippers. Pair perfectly with the bathrobe of the same name.

THE CHRISTMAS COLLECTION WILL BE AVAILABLE TO GUDRUN SJÖDÉN'S CUSTOMERS FROM 13 NOVEMBER 2018.

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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Stocking-filler suggestions!

