

GUDRUN SJÖDÉN'S HOME COLLECTION SPRING 2018

GUDRUN'S NEW HOME COLLECTION – A GLOBAL, COLOURFUL SHOWCASE

“The spring collection of home textiles is a bigger showcase than ever before. We have produced a powerful HOME catalogue and campaign - and we'll be rolling our range out to customers in 52 countries via our e-commerce channel. Every piece and item, featuring our own designs and crafted from natural, sustainable materials, have been photographed in the homes of different, interesting personalities. We make it easy to transform windows, beds and tables!” says CEO and founder Gudrun Sjödén.

THE HOME COLLECTION WILL BE AVAILABLE TO GUDRUN SJÖDÉN'S CUSTOMERS FROM 8 FEBRUARY. Gudrun Sjödén Design currently has customers in 52 countries. The brand is retailed via the distinctive catalogues, a webshop and own-label stores in Sweden, Norway, Finland, Denmark, Germany, the UK and the US. Gudrun's e-commerce business accounts for almost 70% of the company's global sales.

AT HOME WITH - THE FAMILY IN KUMMELNÄS

Surrounded by fresh greenery in the architect-designed home in Kummelnäs, Gudrun presents her large, handwoven rug “Strutbräken” with the cushions and the large, linen “Planta” tablecloth. Gudrun's textiles with their floral and foliage motifs make a bold statement against all the white décor.

AT HOME WITH - GUDRUN'S SEASIDE CABIN

A new seaside cabin was given new life out on the island. Graphic print flowers on the porch at sunset and relaxing blue textiles in the bedroom and bathroom.

THE QUIET HOME AT HORNSTULL

Balconies bearing colourful displays and collections of stones, baskets and souvenirs from all corners of the world. The block-print tablecloths, indigo cushions, embroidered rug, the textiles and ceramics all come into their own here.

UNIQUE RUGS – ELEGANT WORKS OF ART

We've been producing unique handwoven rugs for many years. They are made in a town about 100 kilometres from New Delhi. The craftspeople here have long specialised in hand weaving on traditional looms. The wool yarn is dyed so that each shade is exactly to our specifications. The embroidery is done by hand on machines following a hand-sketched pattern. The fabric is then hemmed by hand as well. The whole process requires great patience and skill.

GUDRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN

Gudrun Sjödén opened her first store in Stockholm in 1976. The brand concept then as now is comfortable, colourful clothes in natural materials with Nordic design influences. But much has happened over the years. Gudrun Sjödén has long been committed to using more sustainable and eco-friendly materials. Meanwhile, the customer base is growing all the time. Today, the clothes are sold via the webshop and catalogues to customers in 52 markets, of which Germany, the UK and US are the fastest-growing. Gudrun Sjödén has received many accolades as a designer and entrepreneur, and has been the no. 1 Swedish fashion label export for several years.



Stockholm | Est. 1976

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