

PRESS RELEASE WINTER 2018

GUDRUN SJÖDÉN'S WINTER COLLECTION 2018

EARTHY SHAPES HEAVENLY DESIGNS

Heaven and earth come together in Gudrun Sjödén's WINTER COLLECTION 2018.

The winter collection has it all, from muted earthy shades in choice materials like wool, mohair, organic cotton, lyocell and linen, to a range of colourful styles with angelic motifs.

The intensely evocative studio images for this collection were shot by Carl Bengtsson and by Mats Widén in snow-clad Österlen, Sweden.

THE WINTER COLLECTION WILL BE RELEASED TO GUDRUN SJÖDÉN'S CUSTOMERS ON 25 September, 2018.

Gudrun Sjödén is one of Sweden's most successful designers, whose brand is sold around the world. Today, the company has customers in more than 70 countries. Sales are by catalogue, the webshop, and own-label stores in seven markets. The webshop accounts for almost 70% of the company's global sales.

RECYCLED COTTON

Everything in Gudrun Sjödén's collections is made of nature's own materials. For Winter 2018, we have stepped up the green commitment, working with garments in recycled materials, in which remnants from earlier textile manufacturing runs were colour-sorted, and the fibres spun into new yarns.

WATERCOLOUR ANGELS

This year, you'll find more snow angels in the winter collection, all with their own personalities. All themes start out as Gudrun's personal watercolours. This winter, we have many solid-colour garments, but also an angels-inspired range.

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 designs today are made of sustainable materials. This year we're celebrating 25 years of organic cotton manufacturing in Greece – Hurray!

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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ARTSY ANGELS

