

PRESS RELEASE FALL 2018

GUDRUN SJÖDÉN'S WINTER COLLECTION 2018

# EARTH TONES AND HEAVENLY PATTERNS

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

The winter collection contains everything from subdued earth tones in delicate materials like wool, mohair, eco-cotton, lyocell and linen, to a line of colorful garments with angelic patterns.

The bold and evocative studio images for the campaign were photographed by Carl Bengtsson and Mats Widén on snowy Österlen.

**THE WINTER COLLECTION WILL REACH GUDRUN SJÖDÉN'S CUSTOMERS ON SEPTEMBER 25, 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.*

## RECYCLED COTTON

Everything in Gudrun Sjödén's collections is made of nature's own materials. For Winter 2018, we have expanded our green values and worked with garments in recycled materials: scraps from earlier textile productions are sorted by color and spun into new fibers.

## WATERCOLOR ANGELS

This year, you will see several snow angels in the winter collection, all with different personalities. All themes begin with Gudrun's own watercolors. This winter includes many solid-colored garments as well as a series inspired by angels.

## 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

In 1976 Gudrun Sjödén opened her first store on Regeringsgatan in Stockholm. To this day, her business concept is comfortable, colorful garments in natural materials with a Nordic design sensibility. But a great deal has happened over the years. For example, Gudrun Sjödén has conscientiously worked with more sustainable and environmentally friendly materials. And her customer base is only getting bigger. The clothing is now sold via the webshop and catalogs to customers in over 70 countries, with Germany, the UK, and the US growing at the fastest pace. Gudrun Sjödén has received many awards as a designer and entrepreneur over the years, such as H.M. the King of Sweden's Litteris et Artibus Medal and the Elle Magazine Sustainability Prize, and has topped Swedish exports for fashion brands for several years.

*Gudrun Sjödén*

Stockholm | Est. 1976

### FOR FURTHER INFORMATION, PLEASE CONTACT:

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# ENCHANTING SNOW ANGELS

