

STYLISED CIRCLES, CRAFTSMANSHIP & GEOMETRY IN LISBON

For autumn 2017, Gudrun Sjödén was inspired by colourful tiled walls in Lisbon and traditional crafts.

"While designing the autumn collection, we visited India to explore traditional craft techniques for dyeing using indigo and rosy madder red... This craft, combined with an earlier trip to Lisbon with its tiled walls, went on to inspire the autumn collection", says CEO and founder Gudrun Sjödén.

The autumn campaign and collection will reach Gudrun Sjödén's customers on 25 July 2017.

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, the Netherlands, Switzerland, Austria and the US.

GEOMETRY, CRAFTSMANSHIP & INDIGO BLUE

The result was zig-zags, circles and tulips in different textile techniques such as IKAT weave, hand embroidery and indigo dyeing. Graphical designs inspired by the tiled walls of Lisbon reoccur in the autumn collection, including in the "KAKEL" motif, the "Lissabon" coat and "Jardin" long cardigan.

MONOCHROMATIC IN ORGANIC LINEN

A range of styles with fine stripes, in solids and in lovely, simple cuts in gorgeous organic linen. Easy-to-wear clothes for days in the city, arts & culture events or for work. Shot at MAAT, Museum of Art, Architecture and Technology, in Lisbon.

93% OF OUR ESSENTIALS STYLES ARE MADE FROM SUSTAINABLE MATERIALS

Combine the autumn collection with Gudrun's large essentials collection and all the unique accessories in a wide range of colours.

93% of Gudrun Sjödén's products are now made from sustainable materials. This year we're celebrating 25 years of organic cotton production in Greece - Hurray!

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.

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