

# GUDRUN SJÖDÉN CONCEPT STORE OPENS IN GREEN FREIBURG

On 31 March, the doors to Gudrun Sjödén's new colourful concept store opened in the German university city of Freiburg. This is the company's 22nd store and the ninth in Germany.

300 German Gudrun fans turned up for the official opening and met Gudrun, enjoyed a catwalk, a glass of bubbly and shopped the new colourful summer & home ware collection.

The Gudrun Sjödén store in Freiburg covers 300 m2 on two floors. As ever, the store décor design and colours were created by Gudrun herself. The store is filled with colourful distressed walls, repainted & patterned vintage furniture, shots from the catalogues and Gudrun's own watercolours.

The university city of Freiburg is famed for its historic architecture and its green image. It is already home to many Gudrun Sjödén customers who shop via the catalogue and webshop.

Germany is Gudrun Sjödén's biggest market. For 35 years, the company has built up mail order sales, online sales and nine physical stores in different parts of Germany.

## 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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Stockholm | Est. 1976

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