

– PRESS RELEASE –

# GUDRUN SJÖDÉN IS CELEBRATING FOUR DECADES OF COLOUR & DESIGN

with an exhibition at the  
Fashion and Textile Museum in London

*Exhibition dates: 25 April – 7 May 2017*

The exhibition showcases Gudrun's distinctive, artistic approach to fashion design with displays of watercolours, sketches and early hand-written catalogues. Gems such as vintage garments feature alongside pieces from the latest collections, and behind-the-scene footage from fashion shoots and shows. This is an invitation for visitors to explore Gudrun Sjöden's distinctive world, from the beginning in 1976 to her current status as Sweden's no. 1 fashion exporter.

Swedish fashion designer Gudrun Sjöden is celebrating 40 years of distinctive, colourful design with an exhibition at the Fashion and Textile Museum in London. Throughout her four decades in the business, Gudrun Sjöden has been reaching segments disregarded by the fashion industry, designing clothes for women who dare to stand out from the crowd.

Today Gudrun Sjöden has customers in 52 countries shopping from the brand's distinctive catalogues, web shop and concept stores. The UK has been a major mail order market for Gudrun Sjöden for many years. The store opened five years ago on Monmouth Street near Covent Garden.

## **GUDRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN**

Gudrun Sjöden opened her first store in Stockholm in 1976. The brand concept then as now is to create comfortable, colourful clothes in natural materials with Nordic design influences. But much has happened over the years. Gudrun Sjöden has long been committed to using more sustainable and eco-friendly materials. Meanwhile, the customer base is growing all the time. Gudrun Sjöden has received many accolades as a designer and entrepreneur, and has been the no. 1 Swedish fashion label export for several years.

### **FOR MORE INFORMATION, CONTACT:**

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