

Fruity pastels in Gudrun Sjödén's May Collection

On 9 May, Gudrun Sjödén will be releasing an extra fashion and home collection filled with fruity pastels, romantic embroidery, lace and stylised summer florals.

The spring and summer collection has been well received beyond expectations for Gudrun Sjödén.

The group is now expanding on all markets within online sales, mail order sales and with new store openings. In response to demand, the company is now releasing more small-scale collections & items.

"A happy watercolour with a mind of its own, painted on a huge sheet of paper with an amazing grain saw the birth of my new May collection. The colourplay in fruity pastels made all the fashions and home textiles quite astonishing," says Gudrun Sjödén, CEO and Chief Designer.

INSPIRATION – DIRECT FROM ARTISTIC WATERCOLOURS

Flowing floral motifs, romantic lace and fine eyelet embroidery in gorgeous eco-cotton. This is the look and feel of the extra May collection. Styles for garden parties or hot summer days in the city. Perfect to wear as layered outfits or as single statement pieces...To combine with the summer collection's solid-colour asymmetrical favourites in bold colours and finely crafted accessories.

GUDRUN SJÖDÉN & ROBERT RYDBERG

Stylist Robert Rydberg created shots for some of the collection on a mothers-and-daughters theme. *"My mother was always a fan of Gudrun Sjödén. I remember when the catalogue used to arrive in the post and we leafed through it together. Later, as a stylist, I met Gudrun at a press event. We got chatting and hit it off right away! Since then, we have done lots of different projects together"*, says Robert Rydberg, Stylist and Creative Consultant.

FRUITY PASTELS FOR YOUR HOME LIFE

Let the summer sunshine in and decorate your home and garden with tablecloths, cushions, seat cushions, flower stakes and ceramics from Gudrun Sjödén. Stunning pastel shades of mandarin, pink, green or sky blue and oriental green.

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.



*Gudrun
Sjödén*

Stockholm | Est. 1976

FOR FURTHER INFORMATION, PLEASE CONTACT:

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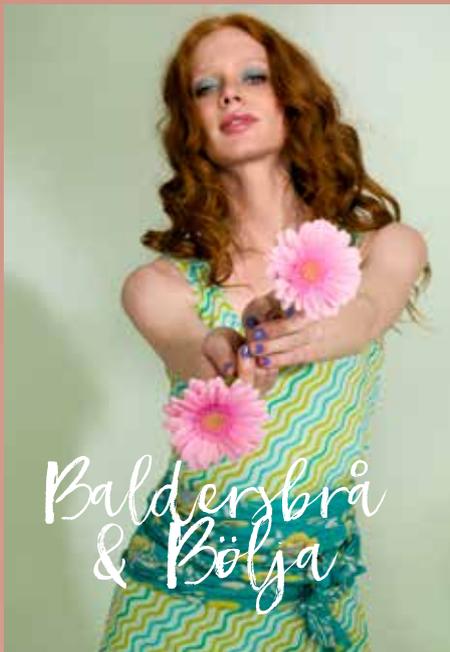
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