

GUDRUN SJÖDÉN'S SPRING 2018 NORDIC NATURE & SOPHISTICATED PUNK

Gudrun Sjödén's 2018 spring collection is the product of her colourful dynamism and creativity as a designer and entrepreneur. It pays tribute to Nordic nature, the spirit of rebellion in 1960's London and strong women who make a mark.

"I began my business in 1976 so that I could make clothing from fabrics and materials that I myself wanted. Clothes for myself and my kindred spirits. The spring collection is the result of this. It embraces an artistic closeness to nature, with watercolour creativity, flowers, authentic craftsmanship from all corners of the world and some stylish rebellion in protest against constrained female fashions. My customers are women of all ages and shapes. Strong women who make a mark. That's been my idea from the very start and that's our future too," says CEO, owner and founder, Gudrun Sjödén.

GUDRUN SJÖDÉN'S SPRING CAMPAIGN AND COLLECTION WILL BE LAUNCHED ON 25 JANUARY 2018.

Gudrun Sjödén is one of Scandinavia's most successful and unique designers with sales across the globe. The company currently has customers in 52 countries. The brand is retailed via catalogues, an online channel and the company's own stores in seven markets. Gudrun's webshop is celebrating 20 years in 2017 and accounts for almost 70% of the company's global sales.

FLAT FLOWERS FROM THE 60S

Inspired by the 60s, Gudrun painted a bunch of multi-coloured flowers. It became an eye-pleasing collection crafted from woven linen and cotton that can be matched with lovely soft layers of micromodal fabric.

TRADITIONAL CRAFTS

The design team around Gudrun loves traditional crafts and folklore. That's why they created a collection of clothes inspired by the traditional Indian tie-and-dye technique and the Japanese embroidery technique called Sashiko.

A NOD TO EDGY WESTWOOD

All Gudrun girls have a bit of a punk streak. They like to express themselves with their own distinctive style - like Gudrun. This inspired the creation of the "Festival" motif in eco-cotton and the "Brixton" and "London" balloon skirts. Cool graphic checks colliding with brilliantly colourful playfulness.

73% OF OUR ESSENTIALS STYLES ARE MADE FROM SUSTAINABLE MATERIALS

Match all the patterned designs with Gudrun's extensive essentials collection and unique accessories. 73% 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.



FLOWERS FROM
THE 60S



Stockholm | Est. 1976

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