

Gudrun Sjödén launches new experimental store in Stockholm

We believe that offering a PERSONAL and UNIQUE shopping experience will be crucial for brick-and-mortar stores if they are to survive in the wake of the pandemic. Thanks to a large number of loyal, long-time customers, Gudrun Sjödén's many stores are starting to see light at the end of the tunnel following a very difficult year in brick-and-mortar retail.

This week sees the reopening of Gudrun Sjödén's store on Stora Nygatan in the heart of Stockholm's old town. With colourfully painted walls and inventively patterned floors, we are hoping to amaze and excite customers as they discover the new store and our latest collections. Anyone is welcome to join our VIRTUAL launch - we are LIVESTREAMING the three-day event on Facebook and Instagram between 25 and 27 March. We were thrilled to see our newly founded GUDRUNGOESWILDER-STOCKHOLM Facebook group assemble a community of several thousand members from across Asia, America and Europe in a matter of minutes.

GLOBAL E-COMMERCE providing a strong tailwind

With many customers unable to visit physical stores, global online sales have had a substantial boost. Building on an already well-established online presence, Gudrun Sjödén was able to greatly expand its global reach. While the strongest growth in online sales was recorded in the United States, an increasing number of visitors to the site hail from Asia - a fact we're very excited by. It's wonderful to see the Gudrun Sjödén community growing all across the globe!

An extraordinary year for the Gudrun Sjödén brand

With turnover at SEK 871 million, the company recorded its strongest-ever result in 2020. "After an extraordinarily successful year, the brand is looking to a bright future with an ever-expanding global online business", says newly appointed CEO Ann Adelsson..

GUDRUN SJÖDÉN'S COLOURFUL WORLD

Gudrun Sjödén is one of Sweden's most successful designers with a global reach. She has received numerous accolades as a designer and entrepreneur, and the brand has been the no. 1 Swedish fashion-label export for many years. For more than four decades, Gudrun Sjödén has been targeting audiences often deliberately disregarded by the fashion industry, designing clothes for women who aren't afraid to stand out from the crowd. Opening her first store in central Stockholm in 1976, her collections of unique designs, brilliant colours and pure, natural fabrics became an instant success. Today, Gudrun Sjödén has some 450 employees around the world and customers in over 70 countries who shop online, from her unique catalogues and in 23 stores across Europe and in New York. While current circumstances are proving to be challenging for the industry, Gudrun Sjödén continues to spread joy and colour among her customers, and online sales continue to head in the right direction.

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