

PRESS RELEASE AUTUMN 2019

Gudrun Sjödén - A fantastic story - AUTUMN 2019

This autumn collection tells many stories. The Duvemåla and Minnesota range touches upon the long journey to America that Swedish emigrants undertook in the 19th century. The Simply Fashion range comes in various shades of blue, cerise and greyish black, and there are some exciting graphic patterns straight from the watercolour block in this collection. It will be available to customers in more than 70 countries.

"The inspiration for Duvemåla and Minnesota came to me a year ago while on a trip to Minnesota. There are many places there that keep the story of the Swedish emigrants who left the country for America in the 19th century alive. Beyond that, the autumn collection features a range of richly patterned pieces with exciting graphic elements as well as the Simply Fashion range with layered looks and lots of different colour shades. Everything we create has a purpose and a subject which in turn informs our choice of material and colour. All of my pieces have a story to tell", says Gudrun Sjödén, founder and CEO.

THE AUTUMN COLLECTION AND OFFERS
ARE AVAILABLE TO CUSTOMERS FROM 30 JULY 2019.

As of 2019, Gudrun Sjödén Design sells to customers in more than 70 countries. The products are sold via catalogues, a web shop and physical stores in the UK, the US, Sweden, Norway, Finland, Denmark and Germany.

DUVEMÅLA & MINNESOTA

Cardigans with a handknit feel, worker's shirts, beautiful jersey pieces adorned with traditionally produced patterns, and embroidered pieces in red, ecru and indigo. The centrepiece of this range is a dress called "Kristina" with a richly embroidered front and back.

GRAPHIC PATTERNS IN SEDONA, ARIZONA

These three unique dresses with rich patterns, worn with wide, straight-cut trousers, are ideal for both festive occasions and day-to-day life. We've used linen, organic cotton and lyocell made from wood sourced in European forests.

SIMPLY FASHION

These pieces come in subdued shades of blue, cerise and greyish black. It's a fashion range for all the Gudrun women out there who value high-quality, natural materials, an earthy colour palette and a great sense of style.

BASICS CRAFTED FROM SUSTAINABLE MATERIALS

Team pieces from the autumn collection with pieces from Gudrun's enormous basics collection and accentuate your outfits with our unique, colourful accessories. Everything comes in nature's very own, sustainable materials.

GUDRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN

Gudrun Sjödén opened her first store in Stockholm in 1976. The brand concept is still comfortable, colourful clothes crafted from natural fabrics and with a Nordic design. But so much has happened over the years. Gudrun Sjödén has long been committed to using more sustainable and eco-friendly materials.

And the customer base continues to expand.

Today, the clothes are sold via the webshop and catalogues to customers in more than 70 markets, of which Germany, the UK and the USA are the fastest-growing. Over the years, Gudrun Sjödén has received many accolades as a designer and entrepreneur, including the King of Sweden's Litteris et Artibus Medal and ELLE Sweden's sustainability award, and has been the no. 1 Swedish fashion label export for several years.



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