

Holidays around the world

We are all part of the global world. For us, in Sweden, it is dark and cold, while other parts of the world enjoy sun and warmth. For this Christmas we were inspired by all things global. The result was colours symbolising different parts of our wide world. We came up with ochre yellow for Mexico, ecru and snow-storm for the Arctic, agave green for South America, red for China and greyish green for the Nordics. This is a patternful collection embracing everything from exclusive silk for grand galas and warming layering pieces in wool to home textiles for cosy days on "weekends around the world". A collection created for all the women of the world, in nature's own materials.

THIS CHRISTMAS PROMOTION AND COLLECTION GOES OUT TO
GUDRUN SJÖDÉN'S CUSTOMERS IN MID-NOVEMBER 2019.

Gudrun Sjöden Design currently has customers in more than 70 countries. The brand is retailed via catalogues, a webshop and own-label stores in Sweden, Norway, Finland, Denmark, Germany, the UK and the US. At present, sales are driven by expansion in the US and Germany, which is currently the company's largest market. In winter 2019, the company is planning to launch sales in Hong Kong and China.

THE CHRISTMAS COLLECTION FEATURES:

OCHRE YELLOW AND EMBROIDERY IN MEXICO

Knitted embellishments and colour-drenched embroidery on organic cotton woven fabrics, linen knits and recycled cotton.

ECRU, FROSTED SNOW BLOSSOMS

Relief-knits, lavish embroidery, felted wool and modal jersey - warming clothing inspired by Nordic folk art and Greenland.

AGAVE GREEN AND COBALT BLUE

Inspired by South America's tropical nights, we dreamed up the "Azur" print on linen and jersey.

DEEPEST RED SILK AND VELOUR

The lotus, the eternal bloom, printed on silk adorns a stunning Gudrun-style party dress, along with silver-dotted festive velour. A group of garments and finely crafted accessories to make an impression at both grand galas and cosy Christmas get-togethers.

GREEN DAYLONG RELAXATION

Soft furnishings and linens for your home and leisure wear for relaxing indoors. With all you need in the way of pretty Christmas tablecloths and curtaining to china cups and cosy dressing gowns. Unique stocking fillers for you and all the family.

GREEN GIFT-GIVING IN NATURE'S OWN MATERIALS

Be Santa's little helper and stuff the sack with eco-favourites. This Christmas, Gudrun has more gift-giving ideas than ever.

See the attached feature.

GUDRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN

Gudrun Sjöden 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 Sjöden 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 Sjöden 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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