

GUDRUN SJÖDÉN'S SPRING MAGAZINE 2019

"All my clothes tell a story"

The story about the product - choice of materials, buttons, patterns and designs. Every single Gudrun Sjödén creation in each collection has a story. Each product will now be given its own story and space. THE SPRING MAGAZINE presents a new collection with detailed stories about each product. The collection is in two parts - SOFT SIMPLICITY: gentle pastels and soft edgy fabrics - COLOUR CASCADE: transparent, outsize flowers in sweeping layers.

"Each garment has a story to tell. A story about how they came into being, what inspired their creation and how they were made. I wanted the stories about these new creative styles to be told in the mini spring collection. Some were inspired by swaying tulips and beautiful summer meadows. Others by stunning mosaics and intricately handcrafted décor," says Gudrun Sjödén, CEO, owner and founder.

THE SPRING MAGAZINE AND COLLECTION WILL BE RELEASED TO
GUDRUN SJÖDÉN'S CUSTOMERS ON 5 MARCH 2019.

Gudrun Sjödén is one of Scandinavia's most successful and distinctive designers with worldwide sales. The company has customers in over 70 countries. The brand is retailed via catalogues, online and own-label stores in seven markets. The webshop accounts for almost 70% of the company's global sales.

SOFT SIMPLICITY

Woven linen, organic velour and organic cotton. This year's collection is full of simple, soft natural materials.

EMBROIDERED FOLK ART

Folklore-inspired motifs, tassels and hemstitch detailing. The finely-crafted and embroidered "Savann" tunic and "Oas" waistcoat have a folklore feel to them.

PACK YOUR COAT

The new knitted coat, crafted from felted wool, is easy to take on your travels. Made of chunky knitted wool in three simple colours.

100% GUDRUN

Simple stripes have featured in Gudrun Sjödén's collections for more than 40 years. This year there are stripes in knitted organic cotton. A sweater as suitable for the urban jungle as the archipelago

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.



FOR FURTHER INFORMATION, PLEASE CONTACT:

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