

MODER JORDS.. ENKELHET & SJÄL

Det är naturen som är Gudrun Sjödén's största inspirationskälla. Våren 2020 är det materialen, färgerna och det gröna som är fokus. Allt samlat i Simply Natural, Simply Green, Simply Colourful och en unik grupp plagg med inspiration från akvareller och fragment. Det är ett färgspektra som spänner från klarrött, gräsgrönt, solgult och svart till ljusa neutraler.

"Nature is where I find clarity, where I feel grounded. In our collections, we like to mix natural, simple styles with more striking designs influenced by Nordic folklore and inspired by both East and West. We now operate in a global market and have customers all over the world. With that in mind, we work with a variety of textures and fabrics that are easy to wear both layer-on-layer and on their own, depending on the weather. Now that we are looking to Asia for new customer groups, it's especially important to make sure there's something for everyone - everyone who enjoys my unique style and shares my vision of more colourful women in the world, that is," says CEO and founder Gudrun Sjödén.

Spring collection:

WATERCOLOURS & FRAGMENTS - This range highlights the charming feel and nuanced quality there is to our watercolour sketches. Requiring only a minimum amount of water and pigments, digital printing perfectly preserves the hand-painted feel of those original designs. The photos were taken in and around some of Hälsingland's historic farmhouses, a UNESCO World Heritage Site.

FOLKLORIC PATTERNS - Discover rich embroideries, surprising patterns and jerseys with hand-made block prints, inspired by folk art from all around the world. This range is rooted in traditional Hälsingland patterns and Indian textile traditions.

FEET ON THE GROUND AND SHAWLS IN THE SKY - This range of finely-crafted accessories has everything from espadrilles with classic Gudrun patterns to socks, leggings and shawls adorned with a mix of patterns in a rainbow of colours. It also comes with a detailed description of how our Gudrun shoes are manufactured in Portugal.

ESSENTIALS IN SUSTAINABLE FABRICS - Combine the spring collection with Gudrun's large essentials collection and unique accessories in a wide range of colours. All made from nature's own sustainable materials.

Gudrun Sjödén's spring collection will be available to customers from 28 January 2020. Today, the company has customers in more than 70 countries. The brand is retailed via catalogues and a webshop as well as own-label stores in the UK, Sweden, Norway, Finland, Denmark, Germany and the US. As of the winter of 2019, even Hong Kong customers can shop with Gudrun Sjödén.

GUDRUN SJÖDÉN 40 ÅR AV FÄRG & MÖNSTER

1976 öppnade Gudrun Sjödén sin första butik på Regeringsgatan i Stockholm. Affärsidén är bekväma färgstarka plagg i naturmaterial med ett nordiskt formspråk. Gudrun Sjödén arbetar medvetet med fler hållbara och miljömedvetna material. Och kunderna blir bara fler och fler. Kläderna säljs idag via webb och katalog till kunder i över 70 länder, där Tyskland, USA och Frankrike är de som växer kraftigast. Gudrun Sjödén har mottagit mängder av utmärkelser som designer och entreprenör och har toppat den svenska exporten av modemärken i flera år.



FOR FURTHER INFORMATION, PLEASE CONTACT:

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