

GUDRUN SJÖDÉN'S AUTUMN MAGAZINE 2019

Earthytones from Scandinavia to the Atlas mountains

Recycled materials and deep, earthy colour shades - that's this autumn's extra collection. It comes in conjunction with a Simply Green collection of original essentials.

"In this autumn's mini collection, I wanted to focus particularly on recycled fashion as well as inspire customers to try the many ways in which you can mix and match my designs. One of my original pieces, a polka dot dress with a straight cut that goes back a long way, will be gracing a stamp that is set to be issued in Sweden this autumn. It was illustrated by Mats Gustavsson. I feel deeply honoured", says Gudrun Sjöden, founder and CEO.

THE AUTUMN MAGAZINE AND COLLECTION

WILL BE AVAILABLE TO CUSTOMERS FROM 3 SEPTEMBER, 2019.

Gudrun Sjöden is one of Scandinavia's most successful designers, selling her unique styles all around the globe. As of 2019, the company sells to customers in more than 70 countries. The products are sold via catalogues, a webshop and physical stores in seven of the markets. The webshop generates close to 70% of global sales.

A PONCHO CRAFTED FROM RECYCLED, MIXED YARN

This striped hybrid between a poncho and a sweater is a truly innovative piece of design. It's easily transformed into one or the other and is made exclusively from recycled, mixed yarn. It's ideal for wearing over the wide linen dress or the classic corduroy styles in this collection.

FOLK ART ON ORGANIC COTTON

Wall paintings and folk art have always been a source of inspiration to us.

Our jacquard-knit, organic-cotton "Färila" sweater is one example where folk art and beautiful Swedish handicraft have provided impulses for our design.

A QUINTESSENTIAL GUDRUN DRESS BECOMES A STAMP MOTIF, ILLUSTRATED BY MATS GUSTAVSSON

Simply Green is a collection of styles that have been constants in Gudrun's collections for many years. They feature simple cuts and are crafted from select natural materials. One particular, quintessentially Gudrun polka dot dress has now been chosen to feature on a Swedish stamp to be issued this autumn. It was illustrated by world-renowned artist Mats Gustavsson.

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.



FOR FURTHER INFORMATION, PLEASE CONTACT:

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A quintessential Gudrun dress becomes a stamp motif