

PRESS RELEASE 2019 SPRING HOME COLLECTION

Gudrun's Green Home Collection – Room for nature

Gudrun Sjödén invites nature into our homes in her 2019 Spring Home Collection. Organic cotton, coir, linen and other fabrics fashioned from nature are showcased in three separate homes. The photographer Anna, designer Elvira and Gudrun present the unique spaces they've created using innovative wallpaper, patterned tablecloths and fabrics with artistic designs.

"Show me your home and I'll tell you who you are," the saying goes. Creative spaces and natural surroundings spark my creativity. I really want to show how our new homeware items can be used in different, individual ways. This year, my colleague Elvira, our photographer Anna and I furnished our homes with new spring designs bursting with fresh colours," says Gudrun Sjödén, CEO, owner and founder.

THE HOME COLLECTION WILL BE RELEASED
TO GUDRUN SJÖDÉN'S CUSTOMERS ON 12 FEBRUARY 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.

NEWS - BOLDLY PATTERNED "OAS" WALLPAPER

Flower-filled motifs and wild colours. New "Oas" wallpaper invites spring into your home.

PLAYFUL RUGS

A new rug can transform a whole room. The new collection has hand-embroidered, printed and stripe-weave rugs with floral, rose and striped patterns.

HAND-PAINTED CERAMICS

Dress your table with beautiful plates and mugs for parties this spring. In soft tones or cheerful splashes of colour.

NATURAL LINEN

A herbarium of pressed plants was the inspiration for "Oregano", "Botanik" and "Pergola" which are printed and embroidered in cross stitch on new spring arrivals. Curtains, tea towels and cushion covers in beautiful linen frame the room.

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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Gudrun Sjöden's Home
Spring 2019



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