

Gudrun Sjödén Winter 2019

RED ROSES from the Middle Kingdom and plump, jumping flowers

Gudrun Sjödén has always loved to infuse the colours and shapes of roses into her designs. The winter collection includes a large group of printed outfits with hand-embroidered roses along with checked and solid-colour creations in linen and alpaca. These can be matched in lovely layers with, for example, an embroidered wool coat with a flowing silhouette. Customers will be truly delighted by this magnificent winter collection from Gudrun Sjödén Design.

"I often return to China and Japan and never fail to be fascinated by their craftsmanship and design styles. While I'm on my travels, I collect masses of inspiration which I then post on my Pinterest boards. The winter collection is the result of all this. Just take a look at the stunning, rather mystical photos taken by Carl Bengtsson. Everything I create has a story to tell," says CEO and founder Gudrun Sjödén.

THE WINTER PROMOTION AND COLLECTION WILL BE RELEASED TO GUDRUN SJÖDÉN CUSTOMERS ON 23 SEPTEMBER 2019.

Gudrun Sjödén 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. The company plans to launch sales in Hong Kong during winter 2019.

AS WELL AS ROSES, THE WINTER COLLECTION INCLUDES:
LIVELY LITTLE BIRDS & JUMPING FLOWERS

Three striking patterns printed on organic cotton and modal sourced from certified forests. There's a bold floral design, a pattern called "Kvitter" and a tunic featuring "Bofink" print in storm blue, agave green and graphite grey.

HOME COMFORT AND FESTIVE CHEER

Flowers with a fuzzy watercolour look on velour, modal jersey and felted hand-printed wool. As beautiful at home as at a sumptuous banquet.

JACKET MADE OF RECYCLED DOWN

Warm, cosy jacket made of recycled down and polyester. This jacket is a mood booster in every way with its vibrant paradise pattern.

ESSENTIALS IN SUSTAINABLE FABRICS

Combine the winter 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: 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.



Gudrun Sjödén
Stockholm | Est. 1976

FOR FURTHER INFORMATION, PLEASE CONTACT:

Company information Gudrun Sjödén:
Monica Ekervik Hedman +46 8 50 528 064 monica.hedman@gudrunsjoden.se
Gudrun Sjödén Design AB
Box 47633, Upplagsvägen 1, SE-11794 Stockholm, Sweden
Tel: +46 850528080, www.gudrunsjoden.com